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DETROIT

Automotive Daily News

PASSENGER · TRUCK · TIRES · TRACTOR · ACCESSORIES

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EARLY CROWDS THRONG CHICAGO SHOW

PACIFIC COAST SHOW OPENS AT SAN FRANCISCO

40 Makes on Display; Numerous Accessory Exhibits

SAN FRANCISCO, Jan. 31.—The eleventh annual Pacific automobile show opened its doors to the public here Saturday night with the finest local display of motor cars ever exhibited by the automotive industry.

From the very moment the doors opened until closing hour the big Civic auditorium was besieged with eager crowds. Exhibitors who have been in business in this city for many years, and have always had a display at the annual show, claim the first night attendance the largest yet seen at an automobile show here.

From the standpoint of decorations and distinctive features this show easily takes first place, declare officials from various factories who have had a chance to see other shows in progress.

(Continued on Page 2)

CADILLAC SHOWS FOUR MODELS AT STYLE SALON

Chicago, Jan. 31.—The Cadillac is staging a style salon at the new Shoreland Hotel, most aristocratic and exclusive of lakefront hostelries. The Cadillac is showing four cars, a cabriolet imperial limousine, cabriolet, five-passenger sedan, sport phaeton and a standard seven-passenger. Many neighborhood residents dropped in yesterday to look the cars over and the little exhibit is getting more than its share of attention.

CHICAGO'S MOTOR CAR SALON—The photograph below gives a glimpse of the twelfth annual automobile salon at the Drake Hotel in Chicago. The salon opened Saturday afternoon, with more cars on display than ever before.

Automotive 1926 Exports Total $376,000,000; Increase $2,000,000

By FRANCIS P. DAILY

WASHINGTON, Jan. 31.—The value of all automotive exports from the United States and Canada during 1926 increased about $2,000,000 over the preceding year, the Department of Commerce announced today. The total amounted to almost $376,000,000, of which the United States's share was $337,500,000.

Included in the combined 1926 exports were 379,580 automobiles. This total does not include American-type cars that were assembled abroad. The comparable 1925 export total was 377,075.

Figures made public today are based only on complete passenger cars, trucks and buses, and those shipments of assembly parts which were declared as complete car units when leaving these ports. The combined exports of passenger cars, trucks, and buses exceeded 1925 on account of the increased shipments of the latter two classifications.

(Continued on Page 3)

In Chicago This Week

IF YOU have any news please telephone it to the Automotive Daily News Chicago office—Wabash 7237.

In Chicago This Week

GET your copy of the Automotive Daily News at the leading hotel news stands—it is free.

ATTENDANCE AND SALES RECORDS LIKELY TO FALL

Equipment Section Is Big Drawing Card; Interest Keen

Special to the Automotive Daily News

CHICAGO, ILL., Jan. 31.—Even so early in the week as this, it is assured that the twenty-seventh annual Chicago Automobile Show will break all records for attendance. Saturday surpassed by 20 per cent. the best previous attendance record.

Figures are not available at this time, but when the total for the week is announced it will occasion pleasant surprise, officials of the show told a representative of the Automotive Daily News.

Today the crowd took up just where it left off Saturday. By 11 o'clock this morning the spacious aisles and booths of the Coliseum were filled to overflowing.

The equipment section has made a tremendous hit with the Chicago crowds. This section of the show has been crowded even during the hours devoted to the trade. When

(Continued on Page 3)

G. M. EXPORTS ARE 50% AHEAD OF YEAR AGO

New York, Jan. 31.—"Shipments for export so far are running at least 50 per cent. ahead of last year," said J. D. Mooney, vice-president of General Motors Corporation, in charge of export, sailing on the Majestic for a three months' trip through Europe.

"The first quarter should show larger shipments than 1926," he continued. "We feel very much encouraged with the outlook for General Motors in all market."

December Car Sales in Thirty States Drop 35%

DETROIT, Jan. 31.—New passenger car registrations in thirty states which have reported for December show a decline of 35 per cent. from November registrations in the same states, 52,648 cars having been titled in December, against 80,876 in the preceding month.

Figures do not include such important states as New York, California, Michigan, Ohio and Texas, but include Pennsylvania and Illinois. The 30 reporting states registered 50.2 per cent. of the total passenger cars titled in November, exclusive of Mississippi, which does not report. This ratio applied to December would indicate a total for that month of 105,000 passenger cars.

The November total for all states

(Continued on Page 2)

BODY DESIGNS INTEREST CROWDS AT DRAKE SALON

Chicago, Jan. 31.—In spite of the great exclusiveness of the Drake Salon, more than 3,500 were counted through the doors Sunday. They viewed with much interest the most luxurious cars designers in America and Europe have ever turned out. Much attention was focused on the various extreme body designs shown. The best drawing cards were the Franklin, Cadillac, Packard, Pierce-Arrow and the new Duesenberg.

First N. A. D. A. Session Gets Under Way Today

Chicago, Jan. 31.—The Tenth Annual Convention of the National Automobile Dealers' Association, which convenes for the first open session tomorrow afternoon, started preliminaries here today with the annual meeting of the board of directors.

Early arrivals of N. A. D. A. members indicate an attendance considerably in excess of last year with expectations that a new high mark of 1,000 will be reached. Sessions are being held in the Hotel La Salle. The program for tomorrow afternoon follows:—

1.30—Call to order. (Starts on time in Red Room, 19th floor.)

1.40—President's address, Charles B. Warren, Warren-Nash Company, New York.

2.15—Appointment of committees.

2.30—General manager's report, C. A. Vane, N. A. D. A., St. Louis.

3.00—Report of nominating committee.

3.10—Election of officers.

3.30—"Pepping Up for 1927," Stanley J. Krebs, New York.

4.15—Adjournment.

1927
XUM

New Car Sales Decline 35% During December

(Continued from Page 1)

but Mississippi was 161,013. Since July there has been a gradual decline in the number of new passenger cars registered, totals being as follows: July, 327,713; August, 303,757; September, 258,431; October, 238,328, and November, 161,013.

Four of the 30 states showed gains, although slight, over the preceding month, the greatest being that of South Carolina, with 16 per cent. increase to 1,962. Florida increased to 3,347 from 3,140 in November; Indiana to 3,967 from 3,864, and Pennsylvania to 13,622 from 12,736. Pennsylvania led in the number of new cars registered in December, followed by Illinois with 4,675; North Carolina, 4,082; Indiana, 3,967; Florida, 3,347, and Missouri, 3,039.

The biggest decrease was shown in West Virginia, where new car registrations dropped to 148 in December from 1,261 in November. Wisconsin registrations dropped to 591 from 2,894; New Jersey to 1,155 from 5,462; Kansas to 623 from 2,265; Arkansas to 452 from 1,567, and New Hampshire to 162 from 695.

The falling off in December registrations compared with the preceding month was greatest in the medium and higher priced cars. Ford's decline to 29 per cent. was the smallest. Registrations of Ford passenger cars in the 30 states totaled 16,603, against 23,679 in November. Chevrolet declined 31 per cent., from 15,674 to 10,830; Dodge, 34 per cent from 3,825 to 2,524; Star, 31 per cent. from 1,572 to 981, and Hudson-Essex, 33 per cent., from 4,005 to 2,686. Higher priced cars generally showed bigger declines.

VIRGINIA REGISTRATIONS SHOW 10% GAIN IN 1926

Richmond, Va., Jan. 31 (U. T. P. S.).—Exactly 321,879 motor vehicles were registered in Virginia last year, according to the report of one of the large rubber companies just received here.

Virginia's 1926 figures showed an increase of 10.3 per cent. over that of the previous year, the latter having been 291,810. Last year's registration was at the ratio of one car for about every eight persons in the state.

G. M. INSTITUTE TO MOVE

Flint, Mich., Jan. 31.—General Motors Institute of Technology will move into its new building here about March 1. High officials of the corporation will be here for the occasion.

Heard in Hotel Lobbies

Over at the Congress we ran into ex-Gov. John K. Tener of Pennsylvania, who is here to attend the show. The governor predicts that 1927 will be the biggest auto year ever.

Harry Hollingshead reared his six feet three over the crowds in the lobby of the Congress yesterday afternoon. He is looking 'em over at the Coliseum.

Ed Litsinger of Litsinger Motor Company, one of the biggest Ford dealers in this section, is a busy man these days. He is candidate for the office of mayor of Chicago and he ought to poll a heavy automotive vote.

Sir Alan Cobham, the famous British airman, is in town this week to see the show. We caught Sir Alan for a moment in the lobby of the Blackstone. He predicts that within ten years we shall be running over to England by airplane in forty-eight hours, as casually as we now take the Century for New York.

Saw Sam Miles for a brief instant. "The opening day indicates that Chicago will beat New York," was all Sam had time to say, but knowing his reputation for conservatism, that means a lot.

Milton Pettit of the Nash organization, is in town for the show and the ducks are breathing a sigh of relief over a week's vacation. The Nash boys say that whenever Pettit lifts a gun it means a duck dinner for somebody.

E. G. Wilmer, president of Dodge Brothers, is in town. He is bubbling over with enthusiasm for the new Dodge Six. He told the newspaper men recently: "You boys wait, you've got a treat coming to you."

N. S. P. A. ELECTS 9 NEW MEMBERS

2 Manufacturers and Seven Jobbers Added To Association

Chicago, Jan. 31.—Nine new members of the National Standard Parts Association have been elected under the manufacturer, jobber and overseas jobber classification of the association, according to announcement by E. P. Chalfant, executive vice-president of the N. S. P. A.

The manufacturers newly elected to membership are: The Torrington company, Torrington, Conn., L. J. Ross, secretary, and the Evans Flexible Reamer Corporation, Chicago, William H. Evans, president.

The six new jobber members are the A. C. Auto Parts and Machine Works, Chicago, John Anderson, partner; Herberg Auto Service Company, Burlington, Vt., George M. Herberg, proprietor; Hockaday & Harlow, Santa Ana, Cal., Harry S. Harlow, partner; Piston Service Company, Detroit, Harry Levin, vice-president; H. H. Rudnick Co., Inc., Brooklyn, N. Y., Herman H. Rudnick, president, and Towers Motor Parts Corporation, Lowell, Mass., Edwin Braverman, president.

First to be elected to membership under the new overseas jobber classification is the Rhodes Motor Company, Pty. Ltd., Melbourne, Australia, J. H. Rhodes, managing director.

This brings the membership of the N. S. P. A. up to a total of 230 members, according to Chalfant, and with the year just under way is considered a good start toward the goal of 350 members set for the time of the 1927 show, next November.

MISSISSIPPI CARS

Jackson, Miss., Jan. 31.—There were 210,500 automobiles in this state last year, according to George D. Riley, state auditor.

Big Pacific Coast Show Under Way

(Continued from Page 1)

George Wahlgreen is manager of the show.

Forty makes of cars are represented.

Considerable interest is shown in the Paige Eight, which is being exhibited here in advance of production, and other new or improved cars making their first appearance on the coast, such as Essex, Whippet Six, Erskine, Gardner, Chevrolet, Marmon, Reo, Flying Cloud, Chandler and Nash De Luxe light six sedan.

"It is very easy to see by the array of brilliant colors that the lighter shades will predominate this year. The conservative blacks, blues and dark reds are very much in a minority at the show. "Old-timer" experts in the automobile industry at the show call attention to the smaller and lower construction of the cars of today as compared to those of only a few years back.

Every exhibitor at this show is certain that 1927 is going to be a big year for the motor car industry. In the corridors of the second floor several hundred accessory exhibitors are displaying their wares. Many well-known jobbers and oil companies also have exhibits.

CHRYSLER EXHIBIT OF 30 MODELS ATTRACTS

Chicago, Nov. 31.—The Chrysler company is staging a special exhibit in the ballroom at the Hotel Congress. The room is handsomely decorated for the occasion and the entire Chrysler line of some thirty-odd models is on view. The exhibit was crowded all day Sunday and the innovation is proving popular with the show crowds.

TAKES NEW JOB

San Francisco, Jan. 31.—E. D. Rutherford, San Francisco factory branch manager for the Garford Truck Company, has resigned this position to become an executive in the Yellow Manufacturing Sales Corporation in Chicago.

EXPORT RATES

Washington, Jan. 31.—The basic rates on automotive equipment imported into Costa Rica will be increased February 1, according to a cable to the Department of Commerce.

FALCON KNIGHT

A higher standard in motive power

The Falcon-Knight engine, designed for unusual power, flexibility and long life, sets a new high standard for motive power in the lower price field.

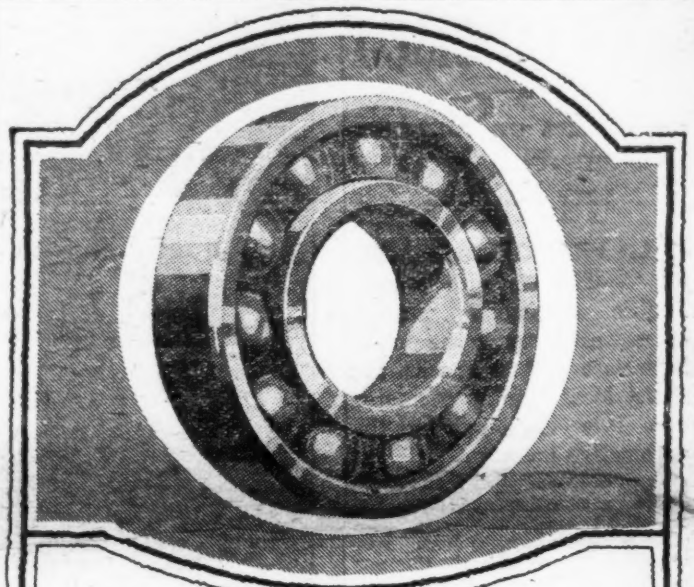
Permanent freedom from carbon-grinding and valve-adjustments appeals strongly to the car-owner.

The Falcon-Knight is the first Knight-Engined car in the lower price range.

Headquarters during the Chicago Automobile Show are at the Congress Hotel.

FALCON MOTORS CORPORATION
MAJESTIC BUILDING, DETROIT

Falcon-Knight



98%

of all makes of American motor cars use New Departure Quality Ball Bearings.

WHY?

Because they are more successful in eliminating friction;

Because they are better made—of better steel;

Because they have longer life;

Because they do not wear measurably;

Because they never require readjustment;

Because they seldom need replacement;

Because they reduce the maintenance and repair bills of the car user;

Because they give better service for a longer time.

THE NEW DEPARTURE MANUFACTURING COMPANY
BRISTOL, CONNECTICUT
DETROIT CHICAGO SAN FRANCISCO

New Departure Ball Bearings

S39

CROWDS THRONG CHICAGO SHOW

New Attendance Record In Sight as Interest Runs High

(Continued from Page 1)

the general public has been admitted the section has drawn a throng.

Sales have been brisk at the show, many booths reporting individual sales. One of the outstanding sales records was achieved by Hupmobile. The Gambill organization, Chicago district distributor for Hupmobile, had his dealers in for the show and during Saturday's session they placed orders for more than $1,000,000 worth of cars.

Decidedly the show has got off on the right foot. It is confirming the verdict of the public rendered at New York. Interest in automotive developments is keener than ever before. Chicago will break all attendance and sales records. This year is going to be a great automotive year.

Willys-Overland Orders Piling Up

Toledo, O., Jan. 31—With Willys-Overland dealers in the Kansas City territory placing orders for the immediate delivery of $600,000 worth of Willys-Knight Sixes and four and six cylinder Whippets, the total orders received by Willys-Overland at sales conventions in eleven cities now aggregate more than $18,000,000.

These sales figures will be swelled millions more, company officials say, when the sales conventions at other trade centers are held and the Willys-Overland dealers place their orders for the 1927 line of cars. This series of meetings which is being held in various parts of the country is marked by unusual enthusiasm on the part of the dealers, who declare the present Willys-Overland products to be the finest in the history of the Toledo organization.

New York, Jan. 31.—Henry Ford has established a tailoring department in the Ford laboratory building at Dearborn where a majority of the high salaried executives as well as Ford will be able to purchase their personal clothing requirements.

Milwaukee to Regulate Auto Lighting Systems

Milwaukee, Wis., Jan. 31. — A headlight testing ordinance for Milwaukee will be drawn up by a committee consisting of Alderman Paul Gauer, Assistant City Attorney Walter Mattison, Howard Ilgner, superintendent of the Bureau of Illumination, and Capt. A. J. Murray, head of the Police Department Traffic Bureau, it was decided at a recent meeting of the Common Council judiciary committee.

The ordinance will provide for a certain number of headlight testing stations in various privately-owned garages and service stations, and will set the price which these garages may charge for testing and adjusting headlights, according to Gauer, sponsor of the proposed bill.

The ordinance also will provide that headlights must be tested during special periods, such as once a months and that windshield stickers will be furnished by the garage showing that the test has been made.

40 Cars Shown at Edgewater Salon

Chicago, Jan. 31.—The biggest uptown lobby show under way here is at the Edgewater Beach Hotel, six miles north from the business district on the lake front. Over forty cars are in the east lounge and long lobby.

After the regular Sunday afternoon musicale the entire audience of about 3,000 viewed the cars being shown.

The exhibits include Rolls-Royce, Packard, Locomobile, Cadillac, Lincoln, Stutz, Nash, Franklin, Buick, Paige, Diana, Roamer, Willys-Knight, Whippet, Auburn, Dodge, Jordan, Studebaker, Gardner, Pierce-Arrow, Chrysler, Reo and Ford. A district audience, with dealers from the district showing the cars, is the feature. The hotel has plenty of room in its spacious lobby, and north side car buyers are being urged to save themselves a trip to the show.

Washington, Jan. 31. — A newly formed company in Sweden has applied to the national board of trade of that country for a state loan with the object of financing the domestic manufacture of automobiles.

W. C. RAND, president of the Rands Corporation and a director of the Motor Products Corporation of Detroit, enjoying the beach at Miami, where he is wintering.

Cleveland Show Sales $1,500,000

Cleveland, Jan. 31.—Convincing evidence of the extent of the automobile market in northern Ohio was revealed today in reports of the sales resulting from the Cleveland automobile show, which closed Saturday night.

Sales hit a new high total of $1,500,000, this total covering only dealer sales to customers, and not wholesale sales to dealers. The total was $400,000 in excess of last year, according to Herbert Buckman, general manager of the show and executive director of the Cleveland Automobile Manufacturers and Dealers' Association.

Attendance at the show reached 133,000, or 13,000 in excess of the number attending the 1926 exposition.

Buckman said dealers' confidence in the coming season has been vastly heightened as a result of sales at the show and the large number of prospects ready to be closed. The sales record was attributed to the large number of advanced designs shown.

The show was marked by sales conventions and dinners of the most of the manufacturers and large distributors, including the Chandler, Peerless, Olds and Paige-Detroit lines.

Exports for 1926 Show $2,000,000 Jump Over '25

(Continued from Page 1)

which established a new high record during 1926.

Shipments of trucks and buses totaled 66,775 units valued at $47,079,424 as compared with 58,625 units valued at $37,703,402 during the preceding year. Exports of passenger cars dropped from 244,306 units having a valuation of $184,885,830 during 1925, to 238,481 worth $176,481,302 during the last twelve months.

The unit value of trucks and buses was $705 in 1926, a notable increase over the average price of $643 in 1925. The passenger car unit declined to $740 during the past year from $757 in 1925.

Combined exports of passenger cars and trucks during December were slightly lower than those during the preceding month, but maintained a satisfactory level, as compared with monthly shipments during the balance of the year.

The ratio of exports to production attained a figure of 15.5 per cent. largely attributable to the slight variance in the total monthly exports and the noticeable decrease in the December production figures.

Australia and Argentina retain their positions as the two leading passenger car markets of the United States, while Canada has replaced the United Kindgom in third place by virtue of an 82 per cent. increase in shipments over 1925.

Australia again leads as the outstanding market for American trucks and buses, with an increase of 100 per cent. over the preceding year's figure of 7,549 units. Brazil and the United Kingdom occupied the next two positions. Comparative figures for 1925 and 1926 follow:—

	1925	1926
Exports—		
Passenger cars....	244,306	238,481
Trucks	58,625	66,775
Total.....	302,931	305,256
Production—		
Passenger cars....	3,696,490	3,765,048
Trucks	478,396	494,377
Total.....	4,176,886	4,259,425
Per cent. export to production—		
Passenger cars....	6.6	6.4
Trucks	12.3	13.5
Total.....	7.2	7.1

Price Drops $500 on Jordan Line Eight

Cleveland, Jan. 29.—Effective Monday morning, January 31, Jordan announces a $500 reduction in the price of the Jordan Line Eight.

Chicago Show Events

TUESDAY, FEBRUARY 1

10 a. m.—National Automobile Dealers' Association, annual meeting board of directors; La Salle Hotel.

1 p. m.—Moon Motor Car Company, annual Moon banquet; Congress Hotel.

1.30 p. m.—National Automobile Dealers' Association, annual convention; La Salle Hotel.

Noon—Oakland Motor Car Company, luncheon; Palmer House.

Packard Motor Car Company—All-day zone meeting for dealers and distributors; Blackstone Hotel.

WEDNESDAY, FEBRUARY 2

Noon—Auburn Automobile Company, luncheon and meeting, Blackstone Hotel.

10.00 a. m.—National Automobile Dealers' Associations, convention, La Salle Hotel.

6.30 p. m.—N. A. D. A. banquet and trade frolic, La Salle Hotel, grand ball room.

2.00 p. m.—Olds Motor Works, dealers' business meeting at Chicago.

Evening—Olds Western Dealers' dinner, Congress Hotel.

Packard Motor Car Company, all-day zone meeting for dealers and distributors, Blackstone Hotel.

1.00 p. m.—Velie Motors Corporation, luncheon, Congress Hotel.

THURSDAY, FEBRUARY 3

Noon—Nash Sales Company, Chicago; luncheon for dealers of Indiana, Iowa and Illinois, Congress Hotel.

10.00 a. m.—National Automobile Chamber of Commerce, National Automobile Dealers' Association and Motor and Accessory Manufacturers' Association, Joint Service and Shop Equipment program, La Salle Hotel.

1.00 p. m.—National Association of Automobile Show and Association Managers' meeting, Drake Hotel.

Noon—Paige-Detroit Motor Car Company, luncheon, Blackstone Hotel.

6.30 p. m.—Studebaker Corporation, dealers' banquet, Congress Hotel.

FRIDAY, FEBRUARY 4

2.00 p. m.—Chevrolet Motor Company, dealers' meeting, Erlanger Theater.

7.00 p. m.—Annual Chevrolet banquet, Palmer House.

for Economical Transportation

CHEVROLET

AC oil filter! AC air cleaner! New radiator, new universal joint seal, new improved transmission—and a host of other improvements! All features usually found in cars much higher in price—yet they are all provided in the Most Beautiful Chevrolet at Chevrolet's new low prices!

Touring	$525	Coach	$595
Roadster	$525	Sedan	$695
Coupe	$625	Landau	$745

Sport Cabriolet $715

All prices f. o. b. Flint, Michigan.

CHEVROLET MOTOR CO., DETROIT, MICH.
Division of General Motors Corporation

QUALITY AT LOW COST

Locomobile Shown in 3 Series at Chicago; New 8-80 on Display

CHICAGO, Jan. 31.—The Locomobile Company of America's exhibit at the Chicago show includes cars of the 8-66, 8-80 and 6-90 series.

The newest of these, the 8-80, is represented in a sedan executed in Blue Devil blue throughout, including fenders and splash board, as well as upholstery. This sedan, the first of the new series in production, is priced at $2,850; a de luxe sedan, at $3,065, will shortly be on the market. The standard Locomobile line thus includes thirteen cars, ranging from $1,785 to $7,500, not considering the 6-48 series, which is being continued as a custom-built line:—

Series 8-66

5-passenger touring	$1,785
5-passenger sedan	1,895
4-passenger roadster	1,895
5-passenger brougham	1,895
5-pas. de luxe brougham	2,555

Series 8-80

5-passenger sedan	2,850
De luxe sedan	3,065

Series 6-90

4-passenger sportiff	5,500
7-passenger touring	5,900
4-passenger sport'g tour'g.	5,900
4-passenger roadster	5,900
4-passenger victoria coupe.	6,900
5-passenger sedan	7,450
5-passenger victoria sedan.	7,500
7-passenger cabriolet	7,500
7-passenger suburban	7,500
7-passenger town brough'm	7,500
7-passenger enclosed drive	7,500

The 8-66, formerly known as the Junior Eight series, is continued with several refinements, in distinctive but well-balanced color combinations, and with full equipment.

Among the "Ninety" types, all of which are beautiful, several excel by their lines and finish. The victoria sedan, with a vertical curved molding carrying the silhouette of the windshield down to the chassis, combines grace with powerful appearance. It is available in four color combinations: Gendarme blue with black upper panels, Maxine blue with black upper panels, Locomobile green lower with Brewster green upper panels, and all black with white hairline.

The roadster, like the Victoria, fitted with two-tire carrier, has as fleet a profile as any car remembered. The rear deck is accessible through a special side door and step. It is made in Musketeer gray or in Locomobile green, with black molding in both cases. The seven-passenger suburban, offered in four optional combinations, also has the molding effect mentioned in the case of the victoria sedan; but this effect in the suburban is further heightened by the long rear quarter windows and the rear curves of the body. Interior upholstery is of heavy broadcloth and the driver's seat and back is of leather.

Mechanically, the 8-80 sedan is a characteristic Locomobile creation in design, construction and equipment. It has an eight-in-line engine, 3¼x4½, S. A. E. rating 33.8 h. p., 90 b. h. p. at 3,200 r. p. m.;

GEORGE E. DANIELS
Vice-president and general manager, Locomobile

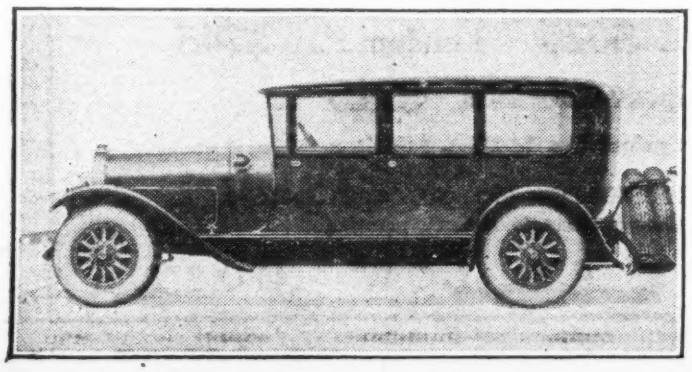
dropforged heat-treated five-bearing crankshaft, with Lanchester vibration dampener; six-bearing camshaft, hardened and ground; silichrome valves on the side of the cylinders; link-belt chain camshaft drive. Nelson Bohn alloy pistons, with Invar struts, are used. Lubrication is by full-pressure system, gear pump and oil filter.

The cooling system includes a centrifugal pump, positively driven through generator shaft, large honeycomb radiator, thermostat control, heat indicator on the dash and 18-inch four-blade fan.

DeJon electrical equipment is used, with silent chain drive for the generator. The single-plate heavy-duty dry-disk clutch and standard transmission are in unit with the engine. The drive is through two universal joints and a light tubular propeller shaft, with torque and brake reaction taken through rear springs which are mounted in rubber. The semi-floating rear axle, standard rate 4.81.1, is equipped with tapered roller bearings, as is the reverse Elliott front axle. Four-wheel three-shoe internal-expanding brakes of Bendix-Perrot type are used, the hand lever operating brakes on rear wheels only.

The frame is of pressed steel channel, 7 inches deep, 2 inches wide, with six heavy cross members. Wheelbase is 130 inches. Semi-elliptic springs, 37 9-16 inches long in front and 58 inches in the rear are used. Oilless bushings and rubber shock insulators reduce chasis lubrication — by Zerk lubricators—to a minimum. Steering system is a Ross cam and trunnion design. Balloon tires, 32x6, are standard equipment.

LOCOMOBILE 90 SUBURBAN, which is offered in four color combinations, owes its unique appearance to the design of the body curves, especially the rear outline, and the molding continuing the windshield line downward.



Five Truck Models Shown By Ruggles Motor

Chicago, Jan. 31.—Five truck models (1¼, 1½, 2, 2½ and 3 tons) are built by the Ruggles Motor Truck Company, the exhibit of which at the National Automobile Show proves a considerable attraction to Coliseum visitors.

The latest addition to the Ruggles line are Model 18, the 1¼-ton truck on 134-inch wheelbase, with 154 inches optional, and Model 25, the 2-ton model, with standard wheelbase length of 160 inches, optional lengths being 177 and 189 inches.

Each of these models comes in four body styles: De luxe inclosed panel, platform, express with flare sides and stake pockets and express with full canopy and curtains. Standard color scheme is black duco for the chassis, with bodies, wheels and cabs in Ruggles gray duco, striping being royal blue.

Both of the above Ruggles trucks are equipped with Lycoming engines and are built low, with underslung rear springs and cut-out frame construction over the rear axle.

OPENS NEW HOME

Butte, Mont., Jan. 31.—The large Montana Auto and Garage Company has just opened its new sales home here. This Chevrolet firm started in 1912 in a small building at the same location, the original owners selling to the present partners, C. B. Fulton, president, and R. A. Kunkel, vice-president, in 1917. The building is now 116 by 138 feet, with separate office, sales, accessory, mechanical, service and storage departments. The garage space accommodates 200 machines.

See Triplex at the Chicago Salon in the Marmon Sport Sedan, body by Willoughby.

Cars equipped with Clear-Vision Triplex Glass eliminate the danger of injury from flying glass.

Triplex Safety Glass Company of North America
Hoboken Terminal,
Hoboken, N. J.

PROTECT WITH CLEAR VISION
TRIPLEX
THE GLASS THAT WILL NOT SHATTER

WE INVITE dealers and distributors at the Chicago Show to make a careful and comparative examination of the new Locomobile 8-80. We believe you will feel, as we do, that this car fills a unique and important demand, which, coupled with our model 8-66, at the new lower prices, will mean profitable business for dealers accustomed to a high class clientele.

LOCOMOBILE MODELS

"8-66"	"8-80"	"90"	"48," Series 10
$1785-$1895	$2850-$3065	$5900-$7500	$7400-$12000

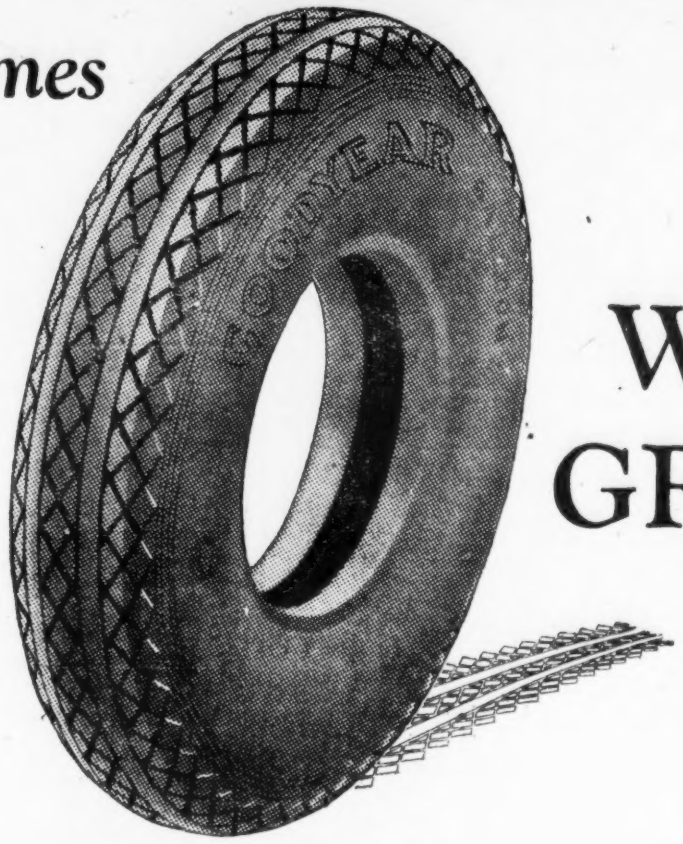
Prices f.o.b. Bridgeport

LOCOMOBILE COMPANY OF AMERICA, Inc.
BRIDGEPORT, CONNECTICUT

Locomobile

Dealers' Headquarters During Chicago Show
BLACKSTONE HOTEL

Now Comes



THE WORLD'S GREATEST TIRE

Goodyear Triumphs Again!

with the *new-type* All-Weather Tread —especially designed for balloon tires

For the first time, you are now able to buy a balloon tire with a tread as clearly superior to any other tread as the Goodyear SUPERTWIST casing has proved itself superior to any other casing.

It is the new Goodyear balloon tire with the NEW-TYPE All-Weather Tread!

The first big advantage you will get from this new tread is *traction*—safe, sure-footed, skidless travel under all conditions.

The sharp-edged, diamond-shaped Goodyear blocks in the tread's center *seize, grip* and *hang-on.*

The second big advantage is *long, slow, even tread wear,* as opposed to the "cupping" and "pot holes" until now characteristic of wear in balloons.

This is accomplished by heavy circumferential ribs at the point of greatest bearing, and by a flatter tread profile giving broader road contact.

Goodyear tested this tread under the hardest kind of service—picked it finally *from eighty separate and individual designs* as outranking them all.

Smooth and quiet-running, it will help you to safer, longer, more dependable balloon tire performance than you have heretofore been able to enjoy.

It complements perfectly the celebrated Goodyear cord fabric, SUPERTWIST, now used in all Goodyear tires.

The superiority of SUPERTWIST is in its greater elasticity. Under road shocks it stretches and recovers without breaking, like a rubber band. This flexibility is inherent in the structure of the SUPERTWIST cords themselves, and is *not* dependent upon latex, gum or filler of any kind.

The NEW-TYPE All-Weather balloon tread and the SUPERTWIST balloon casing represent the greatest tire combination yet offered to the public.

Once more, then, as so many times in the past, Goodyear now advances the tire best suited to the needs and conditions of motoring, and demonstrates again why *more people ride on Goodyear Tires than on any other kind.*

Available now at your Goodyear Dealer's—and backed up by a dealer service that is pledged "to provide facilities so that users will get all the inbuilt Goodyear value out."

GOODYEAR

Goodyear Means Good Wear

'Little Marmon' and '75' Introduced to Western Public at Chicago

CHICAGO, Jan. 31.—Though announced and introduced some weeks ago, the Little Marmon has its effective Middle-West presentation at the National Automobile Show which opened here today.

The addition of this series to the regular Marmon line gives the Marmon Motor Car Company a range from $1,795 to $4,175 on a product of all-around high quality.

The big Marmon, series 75, executed along lines similar to its predecessor, with several mechanical refinements, and fitted with a truly beautiful selection of body types, is offered in fourteen styles, standard as well as custom-built; while the Little Marmon is available at present in six body styles, without counting the custom-built open-face town car and the new four-door brougham that is about to go into production.

Marmon styles and prices follow:—

Little Marmon

Two-door sedan	$1,795
Four-door sedan	1,895
Two-passenger speedster	1,895
Two-passenger coupe	1,895
Four-passenger speedster	1,895
Coll. coupe roadster	1,995

Series 75

Five-passenger town coupe	3,195
Two-passenger speedster	3,485
Four-passenger speedster	3,485
Five-passenger phaeton	3,485
Four-passenger victoria	3,485
Two-passenger coupe	3,485
Five-passenger brougham	3,565
Two-passenger coupe roadster	3,565
Five-pass. standard sedan	3,565
Seven-pass. custom speedster	3,565
Seven-pass. standard sedan	3,640
Five-pass. custom sedan	3,960
Seven-pass. custom sedan	4,075
Seven-pass. custom sedan limousine	4,175

Colors used by the Marmon Motor Car Company include practically every shade—red, fawn, blue, gray and green, with superstructures usually black in closed cars and tan tops on open models.

Mechanical improvements which have been included in the Series 75 are four-wheel mechanical brakes, steering stabilizer and improved steering gear, crankshaft modulator, lubrication of every engine bearing under full pressure and positive lubrication of all chassis parts, as well as a single dry-plate heavy duty clutch in place of the multiple disk clutch formerly used.

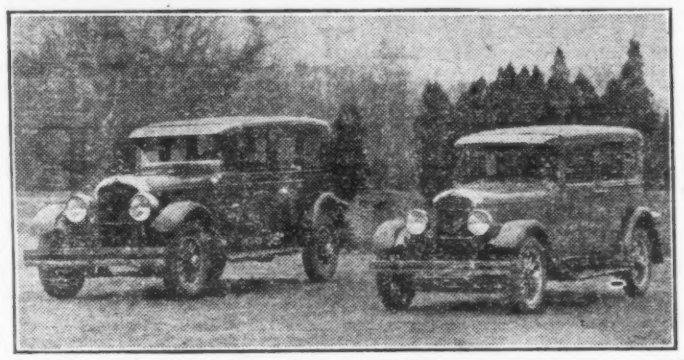
G. M. WILLIAMS
President, Marmon

Two small breathers added to the cylinder head cover help to eliminate moisture from cylinder-head cover walls. The starting motor pedal and linkage are mounted on the base of the engine, with the pedal protruding through the toeboard. The transmission is now equipped with an interlocking device to prevent simultaneous engagement of two gears. The Fedco theft-prevention system has been added to the car's equipment.

The Little Marmon is the first small straight-eight announced in America. It has two-and-three-quarter bore and four inch stroke and delivers 65 b. h. p. at 3,300 r. p. m. The camshaft has five bearings. Valves are in the head, inlet valves being of chrome nickel steel and exhaust valves of silchrome steel. The aluminum alloy pistons have invar struts. The use of a hypoid rear axle, with drive shaft entering the differential below the center line of the axle, gives a low center of gravity. Wheelbase is 116 inches and total spring length on each side is 94 inches; springs are mounted by rubber insulators.

Equipment includes Bendix four-wheel brakes, Lovejoy shock absorbers, Parabeam two-filament bulbs with special reflectors in French drum headlights, a thermostatic heat indicator, speedometer, ammeter, oil gauge, electric clock, Fedco system, gasoline gauge and cigar lighter.

MARMON'S TWO CARS. A series 75 custom-built sedan and a Little Marmon straight eight four-door sedan, showing the close resemblance in the design of the two products.



Wisconsin Legislature Wrestles With Auto Laws

Milwaukee, Wis., Jan. 31—Automobiles and traffic regulations are receiving more attention during the current session of the state Legislature than at any previous session, according to information received from Madison.

The fact that buses have become real competitors of street cars and even for the railroads for short hauls is responsible for a bill which has already been drafted to bring bus lines under the jurisdiction of the railroad commission with the same limitations as now govern other transportation branches. The new bill would not only give the commission the right to regulate fares but also to limit the number of lines over a given route. The measure is intended in part to prevent duplication and before a bus company could start a new line it would be necessary to get a commission authorization.

Several plans are being presented for a change in the method of licensing automobiles with the main ideas of simplifying them. The legislative interim committee recommends cutting the weight classifications for licensing to four and to make the certificate of ownership and the license a single document. There is also considerable agitation to return to the system of a single license fee for all cars and to raise the gasoline tax. A few are urging dropping the license fee to but a nominal sum and to obtain most of the automobile revenue from gasoline taxes.

The gasoline tax has found such great favor in the state that its continuance is assured.

There is also a great deal of agitation over the matter of speed laws. This problem will be attacked from several angles. One bill proposed would make the speed limit forty miles an hour along country roads. Many traffic experts contend that the man who drives too slow is as great a menace to others on the highway as those who go too fast.

Obituary Notes

D. EMMETT CLIFFORD

Peoria, Ill., Jan. 31.—D. Emmett Clifford, 25 years old, partner in the Clifford Brothers automobile accessory and radio shop, 426-428 Fulton St., was suffocated last week in attempting to escape through a basement window from his burning home.

Selden Co. Shows De Luxe Delivery Trucks

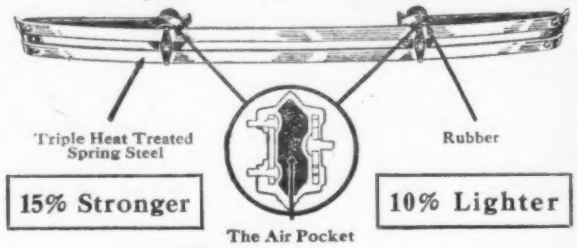
Chicago, Jan. 31.—Great interest is evinced by visitors to the automobile show in the new de luxe delivery truck which has just been added to the line of the Selden Truck Corporation, comprising a full line of commercial vehicles with capacities from one and one-quarter to five tons.

This new vehicle has low, rakish lines, with high hood, flaring louvres, a quality equipped cab and a paneled body combining strength, quietness and flexibility, with insulation against heat and cold. The body, being very light, contributes to the low center of gravity of the vehicle.

This style, built on a Pacemaker model chassis, has a six-cylinder fifty-two and one-half horse power engine, Brown-Lipe clutch and transmission, bevel-gear driven semi-floating rear axle and Ross cam-and-lever steering gear.

Washington, Jan. 31. — A decrease of 15.7 per cent. in the production of leather belting between 1925 and 1923 is shown in a biennial census of manufacturers.

The 1927
Equipment Sensation
Triple Profit
Triple Protection
—Yet the Buyer Pays No More
Bumpers Worthy of Greater Cars



SHELDON Air-Cushion Bumpers
Passed by Underwriters' Laboratories
The "Big 3" Lines of Defense
BOOTH 214 & 216

YOU ARE INVITED TO VIEW
AN EXHIBIT OF
CLARK AXLES
AND
STEEL WHEELS
FOR
TRUCKS AND BUSES
AT
"THE BLACKSTONE"
CHICAGO
JAN. 29TH TO FEB. 5TH, 1927
CLARK EQUIPMENT COMPANY
BUCHANAN, MICH.
at the Chicago Show

For 22 Years

Lou Elmer Sold One Line of Cars in Connecticut

Lucius H. Elmer
President, Elmer Automobile Co.

John N. Willys
President, Willys-Overland

For over 22 years Lou Elmer has been selling one line of cars in Connecticut. He built up an organization which included 11 branches, and sold between 2,500 and 3,500 automobiles every year. And now, after these 22 years, he is giving up all this to take over the Willys-Overland Franchise.

WHY?

Because Mr. Elmer sees in the Willys-Overland line of cars a greater opportunity for bigger sales and profits than in any other line. It takes vision to make a move like this. But Mr. Elmer has been watching the trends in the automobile business.

He watched Mr. Willys bring out the Overland-Whippet. He watched Willys-Overland dealers make a world's record for the sale of a new car—over 50,000 Whippets sold in six months. He saw that here was a car that would interest his great host of friends and customers who were now looking for something newer and better.

The sales appeal of the Overland-Whippet was one of the big factors that caused him to seek the Willys-Overland Franchise.

Yet in addition, he saw that Mr. Willys was offering to his dealers 97% market coverage with cars of pronounced Engineering Leadership in Every Price Class. He realized that the successful dealer of today and of the future must handle a car in every price class.

When he saw the exclusive features of the Willys-Overland line, he recognized the answer to his problem of widening his field of activity.

Lou Elmer is just one of over 800 former competitive dealers who have joined Willys-Overland in the last four months.

Willys-Overland

Fine Motor Cars

Write for Franchise Details.

Sales Dept., Willys-Overland, Inc., Toledo, Ohio—Willys-Overland Sales Co., Ltd., Toronto, Canada.

Buick Well Represented At Chicago Exposition; Three Series Displayed

CHICAGO, Jan. 31.—The three series of cars exhibited by the Buick Motor Company at the National Automobile Show here are designated by the wheelbase lengths: 115, 120 and 128, with prices ranging from $1,195 to $1,995.

SERIES 115	
Four-passenger roadster	$1,195
Two-passenger coupe	1,195
Five-pas. two-door	1,195
Five-passenger touring	1,225
Four-passenger coupe	1,275
Four-pas. Country Club coupe	1,275
Five-pas. four-door sedan	1,375
Five-passenger brougham	1,375
SERIES 120	
Five-pas. two-door sedan	1,395
Four-passenger coupe	1,465
Five-pas. four-door sedan	1,495
SERIES 128	
Four-passenger roadster	1,495
Five-pas. sport touring	1,525
Four-pas. conv. coupe	1,765
Five-passenger coupe	1,850
Four-pas. conv. coupe	1,925
Five-passenger brougham	1,925
Seven-passenger sedan	1,995

One of the new styles in series 115 is the town brougham, companion to the de luxe two-passenger coupe. It is executed in two-tone green, upper panels being Delaware and lower panels Yorktown green Duco. The black molding has double gold striping. The wheels have spokes in natural wood, with felloes, hubs and brake-drums painted and striped to match the body.

E. T. STRONG
President, Buick

Green mohair plush is used for the upholstery. Leather rear quarters with landau irons give this car a distinguished air, the irons being colored and having nickel-plated ends, while the top color blends with the body. The roof line is lowered at the back and corners are rounded. On the running board, under each door, are polished aluminum scuff plates.

The convertible coupe is Winchester gray Duco, with Winchester gray molding striped red with gold edges. Window glasses are nickel rimmed and head lamps also of nickel. Hand-buffed leather upholstery is used in this car. The foldable top is covered in double-texture gray fabric, and the rear deck seat swings very low, allowing occupants to look through the windshield. Roadster and de luxe coupes have similar seat construction.

Among other new body styles in Series 115 are the sport roadster and touring models, which have special upholstery, natural wood wheels, two-tone coloring, one-piece windshields with nickeled arms, natural wood top bows with nickeled sockets and double texture, natural fabric tops. Similar models on the Series 128 chassis are also included in the line.

Other de luxe models which are shown for the first time at the 1927 show are a Series 115 Country Club coupe and a Series 128 five-passenger coupe.

The Country Club coupe, like its prototype on the Series 128 chassis, is a two-passenger job with a deck seat for an additional couple. It is a companion to the new town brougham and has identical finish and equipment.

In the five-passenger coupe the upholstery, as in the other Series 128 closed cars, is applied with tufted buttons in the custom manner and is of high quality mohair or broadcloth on special order.

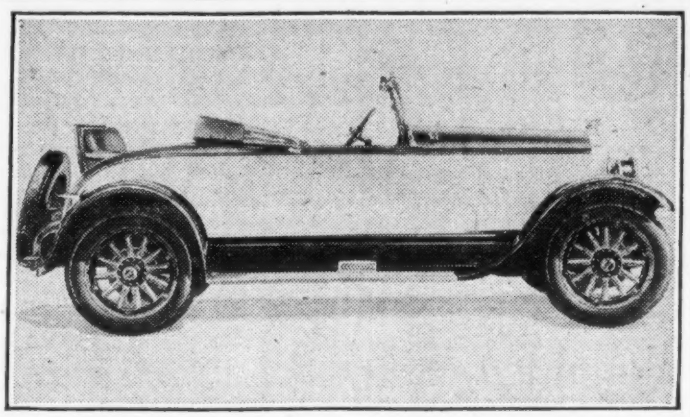
The vacuum ventilator which Buick introduces this year holds crankcase dilution to such close limits that a complete change of oil is recommended only four times a year. This ventilator has the additional advantage of keeping closed car interiors free of noxious engine fumes. Closed car rumble is also prevented by rubber engine mountings and absence of period vibration in the engine.

The series 120 line includes a two-door sedan, a four-door sedan and a four-passenger coupe. The line of eighteen Buick models includes also a five-passenger two-door sedan, a four-door sedan, a two-passenger coupe and a four-passenger coupe, all on the Series 115 chassis; a five-passenger brougham, a seven-passenger sedan and the Country Club coupe, all on the Series 128 chassis. The colors are pastel shades of blue, green, cream and brown. Body colors are used in the window insets of closed cars. The tires and rims are jet black.

CHICAGO PNEUMATIC TOOL NET FOR 1926 $1,226,837

Chicago, Jan. 31.—Preliminary reports for the year ended December 31, 1926, of the Chicago Pneumatic Tool Company showed a net income, after all charges, of $1,226,837, equivalent to $12.47 a share on 96,272 shares outstanding at the close of the year. This compares with $716,493 in 1925, or $6.88 a share, on the 104,086 shares outstanding at the close of that year.

BUICK MODEL 24, four-passenger sport roadster, built on 114½-inch wheelbase, is one of the most popular body types in Series 115, as it comfortably accommodates four persons and combines smart appearance with excellence of performance.



Scintillating Jewel Colors Will Help Salesmen Sell Motor Cars

Chicago, Jan. 31.—Ask any automobile salesman how difficult it is to sell a black automobile and you will soon discover what a hold color has taken upon the imagination of the car buyer of today. That is why automobile executives and others interested in the color and finish of cars found so much to interest them in the Nitro-Valspar Jewel Color Exhibit, which was first presented at the New York show.

This exhibit has been augmented greatly and is again delighting the numerous friends of Valentine & Co., who view it this week at the Hotel Congress in Rooms 1170-1172.

Valentine & Co. nave solved the problem of finding new colors and color combinations by going direct to Nature's color laboratory. Since the colors needed are to be combined with hard materials for application on hard surfaces of automobiles, it was logical to select from Nature's most beautiful hard materials—the jewels.

And the result is the exquisite series of jewel colors in Nitro-Valspar now on exhibit at the Hotel Congress. They are made to match the jewels themselves and the matrices in which Nature sets her jewels. Since the color combinations are Nature's own, none more beautiful is to be found anywhere.

To produce these color combinations in commercial form requires the skill of such experts as few concerns command. Valentine's technical staff was quite equal to the task, however.

Roumania Favors European Cars

Special from A. D. N. Washington Bureau

Washington, Jan. 31.—American made motor vehicles, while favored, are meeting with increased competition in the Rumanian market from European makes, largely because of favorable credit terms extended by European manufacturers, says a report received by the Department of Commerce.

"A former high official of the Rumanian ministry has made a proposal covering the formation of an automobile finance corporation for the sale of American cars in Rumania. This proposal is in line with the necessity for American manufacturers," the report states, "who wish to maintain their position in this market, extending credit terms to meet those offered by European firms or arranging for the formation of a finance corporation of some kind."

RETURNS TO AKRON

Akron, O., Jan. 31.—Burdette R. Maxson, former Akron man, is returning to the city as service manager for the Advance Motor Company, distributor for the Hupmobile car. Maxson has been in the automotive industry for the past twenty years, his most recent connection being with the Greyhound Bus lines in Michigan, in charge of service.

1927 = Opportunity

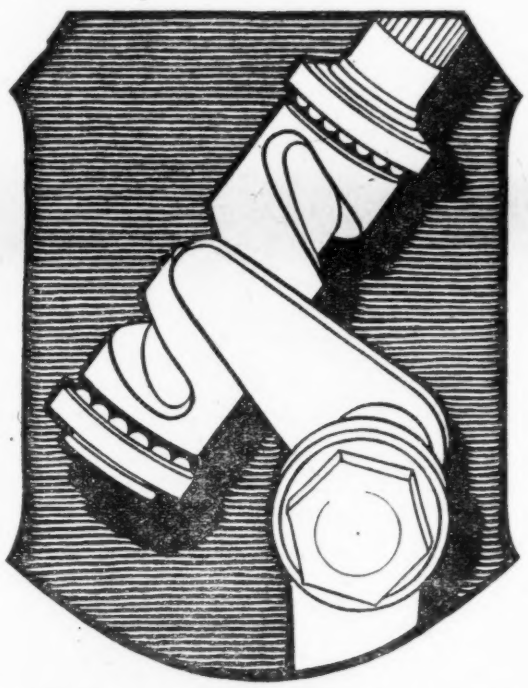
Never before have conditions been so favorable for adding a line of dependable Motor Trucks to your business and increasing your profits.

We offer you (in territories not already closed) the opportunity of procuring the franchise for our well established four and six-cylinder models of Motor Trucks and Busses—a line which meets ninety-five per cent of all requirements.

Special information will be sent upon receipt of your letter or wire.

RUGGLES MOTOR TRUCK COMPANY
SAGINAW, MICHIGAN, U. S. A.
Member Motor Truck Industries, Inc.

RUGGLES



ROSS
CAM and LEVER STEERING GEARS

"Double Your Ability to Handle Your Car"

Standard equipment on more cars, trucks and buses than any other steering gear . . . because they produce easier steering, dependable control and greater safety.

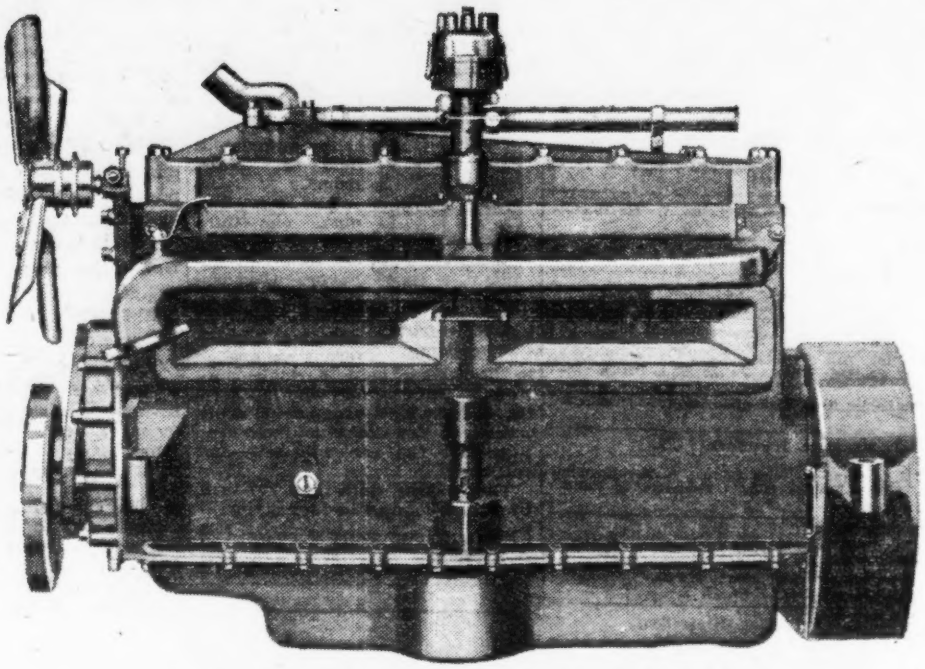
Ross Gear & Tool Co., Lafayette, Ind.

Coliseum, Space 91

When the maker of a car or truck can say, "Powered by Lycoming", it means that he is giving the utmost in motor-value.

POWERED BY LYCOMING

OVER 225 MODELS
OVER 5000 DEALERS
Nearly half a million owners



A recent Lycoming model—one of the smaller eights

new!

Alert to the two distinct trends of the day—toward the eight-in-line motor and the more convenient moderate-sized car—several makers are exhibiting eight-cylinder models priced from $1395 to $1800.

We have created, for the individual requirements of these makers, a new series of lighter, smaller eight-in-line motors which maintain Lycoming's leadership in eight-cylinder development.

LYCOMING MANUFACTURING COMPANY
WILLIAMSPORT, PENNSYLVANIA
Export Department—44 Whitehall St., NEW YORK CITY
Member of Motor Truck Industries, Inc., of America

FOR NINETEEN YEARS BUILDERS OF QUALITY PRODUCTS

CARS and TRUCKS
powered with
LYCOMING MOTORS

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

TUESDAY, FEBRUARY 1, 1927

Advertising Headquarters—1926 Broadway, New York, N. Y. **Telephone Trafalgar 4500** Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich., phone Empire 3500; C. H. Shattuck, Western Manager, 168 North Michigan Ave., Chicago, Ill., phone Central 5936; Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.; Philadelphia Office, 15th and Cherry Streets.

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The Gas Tax in Massachusetts

MASSACHUSETTS is undergoing an era of experimentation with new laws dealing with motor vehicle operation. The state's compulsory insurance law has been on the statute books just a month and now the Legislature is dallying with the idea of a gasoline tax. No fewer than eight bills seeking to impose a fuel tax on motorists have been introduced in the Legislature at the present session.

It is evident that a bitter fight on the gasoline tax idea is to be waged before any of the bills become a law. A public hearing is to be held by the legislative committee which must sponsor such a measure, and the opponents of the fuel tax are preparing to make a strong effort to block legislation.

In theory the fuel tax has talking points. If it were used in place of the yearly license fees, it might be a more equitable way of assessing the pro rata shares of motorists to cover the damage done to the roads. By paying a tax on the fuel used, the car owner would obviously pay simply for the amount of use made of his vehicle, which is fair enough. BUT every cent realized by a fuel tax should go into road building and repair. It should not be diverted to other purposes. The principal objection to the fuel tax is that in most of our states it is just another way of raising funds for the legislators to spend on projects that will do them the most political good. And that is the reason why the general motoring public looks upon the fuel tax with more than a little suspicion.

Our Freight Bill

DURING the year 1926 one company in the automotive industry paid to the railways of America a freight bill aggregating $73,000,000. This was the General Motors Corporation, and of the total amount $50,000,000 was paid for the shipment of completed cars. Speaking in terms of freight cars, General Motors shipped more than 335,000 carload lots during the year.

For the industry as a whole in the shipment of motor cars, trucks, parts, gas, oil and road building materials, a grand total of 3,040,000 freight cars were employed. Place this against the total carload traffic for the country of somewhat over 35,000,000, and we find that the automotive industry originated nearly 9 per cent. of the railway freight business during the twelve months of 1926.

Until recently there has been a disposition in railway circles to look upon the motor vehicle as a dangerous rival which was damaging the business of the railed carriers. In assessing any such damage, the railway people must not overlook the very important item of freight revenue derived from the automotive industry.

Chicago's Equipment Section

AS AT New York, the Chicago equipment section is proving one of the drawing cards of the show. From the opening on Saturday and all day Monday this department of the exhibition has been crowded. The provision that gives the trade an exclusive entrance here for several hours a day is a wise one, for the general public has exhibited the keenest interest in seeing the newest shop equipment in operation.

Of course, the Chicago show is traditionally a great dealer gathering. It would be interesting to know just how many dealers are here, but, of course, an accurate figure is almost impossible to arrive at. But this much is certain, during the trade hours in the equipment section the department has been filled to overflowing and sales of devices and machines are reported on all sides.

Erskine '6' Wins Definite Place in Automotive Field

Chicago, Jan. 31.—Though less than a month has elapsed since the Erskine Six made its bow to the public, its place in the automobile field is established.

A. R. Erskine, President

The new two and one-third liter car brought out by the Studebaker Corporation of America is an original creation; it is different in outline to the point of being daringly individual. But any one who has seen the crowds look over the Erskine exhibit at the Coliseum feels certain that the car will sell—and sell big.

The Erskine, built on a 107-inch wheelbase, comes in four styles:—

Tourer	$935
Business coupe	935
Custom coupe	985
Custom sedan	985

All bodies are comfortably designed, of ample width to give sufficient roominess and strikingly characteristic by virtue of the European-type flaring hood, which is emphasized by the embossed hood panel, starting at the radiator cap and expanding toward the cowl, where it is merged into the belt. Upholstery as well as equipment are of a high order.

Among outstanding mechanical features of the Erskine are the six-cylinder L-head engine, 2⅝x4½, forty brake horse power at 3,200 revolutions per minute, with detachable head, alloy steel valves, four-bearing crankshaft, high-pressure lubrication, oil filter, five and one-half inch deep channel section steel frame, chrome-vanadium springs, cam-and-lever steering gear, balloon tires and four-wheel brakes.

GRANT OF CHEVROLET SAYS PROSPECTS BRIGHT

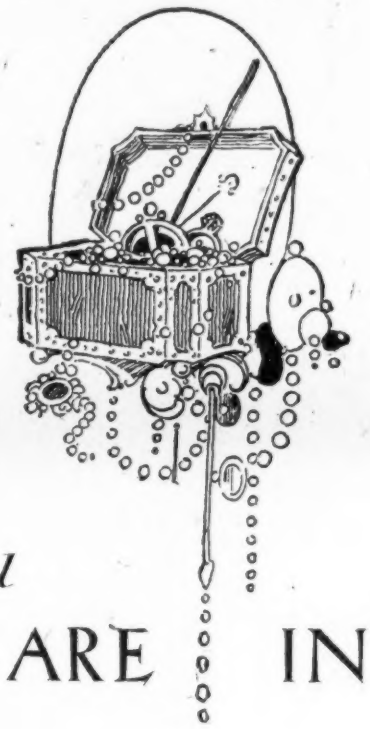
Detroit, Jan. 29.—R. H. Grant, vice-president and general sales manager of Chevrolet Motor Company, says: "There is no evidence on the industrial horizon that would indicate anything but a continuance of prosperity.

"Labor is constantly becoming more fully employed, the agricultural outlook is brighter and banks are acknowledging more cash than ever. We are backing our faith in 1927 by increasing our production and sales program to surpass the record established by Chevrolet in 1926, when output exceeded by 40 per cent. the record of the best previous years."

We are exclusive manufacturers of radiator ornaments. Send for 1927 catalogue and samples. Liberal trade discount.

No. 518 Wheel Nymph

IRVING FLORMAN COMPANY
153 Lafayette St., New York City
"Name your car—We have the Ornament"



Jewel colors are available only in Nitro-Valspar, the all-lacquer system of automobile finishing

You ARE INVITED

AUTOMOBILE color connoisseurs who visited the Valentine Jewel Color exhibit in New York praised it with genuine enthusiasm. Encouraged by their keen interest, we have greatly augmented the New York exhibit for display at the Hotel Congress, Rooms 1170-1172, during Chicago Show Week. An entirely new collection of colorful semi-precious stones will be shown with the color schemes they have inspired. You are invited to study this interesting exhibit during the show.

LANGDON B. VALENTINE
VICE-PRESIDENT
VALENTINE & COMPANY

NITRO-VALSPAR
The *Valentine* Lacquer Finish

Dealer Analysis

By Ray B. Prescott

NEW YORK, Jan. 31.—If the average automobile dealer could figure his profit upon his capital investment, as a recent analysis showed that many of them do, the business of selling automobiles would be one of the most profitable in the world.

Some of the dealers showed a profit of several times the amount they had invested in their business. The analysis shows that 75 per cent. of the dealers have about $5,000 invested in their business, 17 per cent. from $5,000 to $10,000, 6 per cent. from $10,000 to $25,000 and 1 per cent. over $25,000. It also shows that the average dealer in towns under 1,000 population has about $2,000 capital investment, while the average dealer in cities of 100,000 population and over has about $25,000 capital investment. Of course, there are a few large dealers, or distributors, in the large cities who have much larger capital investments.

R. B. Prescott

Did such a condition exist as indicated in the analysis, it could not exist long, because the field would soon be so overcrowded that few, if any, would make any money. Fortunately, or unfortunately, profit cannot be determined on any such basis, but upon car turn-over.

For example: A dealer with a contract calling for ten cars a month, or 120 cars for the year, can receive the ten cars a month even though he has the actual cash to pay for only two or three of them. By using bank credit in the form of warehouse receipts, which are picked up as the cars are sold, he derives a profit during the year from the sales of 120 cars with a relative small cash investment. If these cars had to be paid for outright, the capital investment of the average dealer would be greatly increased and, in all probability, the number of cars contracted for would be somewhat reduced.

Even with this favorable way of financing his business, the business life of the automobile dealer is not quite so simple, because he is faced with the sale of a used car for every new car that he sells. Some of the car manufacturers have seen this problem and have taken steps to aid the dealer in merchandising the used car. In the sale of the higher priced cars it is often necessary to dispose of three or four used cars before the dealer can realize his profit from the sale of the new car.

The analysis of the dealer situation indicates that probably 75 per cent. of the dealer losses are due to the used car. This is due largely to excessive allowances on cars traded in. The dealers are not by a long way entirely to blame for the present development of the used car problem, because the manufacturers have contributed largely to much of this foolish trading by forcing their dealers to take more cars than could be disposed of at a profit. But, on the the other hand, the ever increasing competition has been probably the next largest contributing factor in causing excessive allowances on trade-ins. Fortunately, some of the companies with a well established product have been better off than others, but none of them can afford to throw mud at the other.

At the present time this condition is not as flagrant as it has been, but there are still some companies continuing to force their dealers and abet this evil practice by giving their dealers trade allowances, which enables them to overbid for the used car, knowing right well that the car cannot be sold at the price allowed. The analysis shows that the average dealer contract for 1926 was increased 12 per cent. in cars over the 1925 contract. As will be seen in the following table the average percentage of increase in the various size towns varied from 7 per cent. to 18 per cent. Now, to have an average increase in cars of 18 per cent. for cities having from 20,000 to 50,000 people simply means that some of the increases in dealer contracts must have been larger and some smaller. While an average increase of 18 per cent. is rather strong, an increase greater than this, which is evident from this average, is certainly entering the realm of where the dealer is being forced by some of the manufacturers.

Size of Place.	Aver. % Increase in Dealer Contract.
Under 1,000	9%
1,000-2,199	8%
2,500-4,999	10%
5,000-9,999	16%
10,000-19,999	17%
20,000-49,999	18%
50,000-99,999	16%
100,000-249,999	11%
250,000-499,999	8%
500,000 and over	7%
United States average	12%

Even though the dealer is covered by a trade allowance to secure him against loss, the practice is educating the car owners, who, by shopping around among the dealers, can get good prices for their cars. This practice has also led to many buyers going out and buying a used car in order to secure a discount on the new car by knowing that the dealers will bid for the sale of the new car. Only the other day a party purchased an old used car and was offered $500 more in a trade-in than the car cost. This enables the party to drive the new car a year for nothing, because the $500 trade-in allowance more than covers the depreciation at the end of the year.

Is it little wonder that, with such business methods, the automobile dealers of the United States lost over $100,000,000 in 1925 on the used car? The average dealer probably lost about $3,000. Dealers in the small towns suffered much smaller losses than did those in the large centers. The analysis further indicates that one dealer in three little more than breaks even on his sale of used cars.

The analysis of sales on time by dealers shows that less than 1 per cent. do less than 25 per cent. of their business on time, that 5 per cent. do from 96 per cent. to 100 per cent., or nearly all of their business on time, and 70 per cent. of the dealers do from 70 per cent. to 100 per cent. on time. The analysis also shows that 76 per cent. of all cars are sold on time.

Percentage of Sales on Time	Percentage of Dealers Making the Sales
Under 25	.5
25- 39	6.0
40- 49	2.5
50- 59	12.0
60- 69	9.0
70- 79	22.0
80- 89	19.0
90- 95	24.0
96-100	5.0

The analysis very clearly shows that only one dealer out of four prefers to sell cars on more than twelve months time, because he has undoubtedly found that the financial hazard is too great and that as the time increases the losses increase.

In 1925 the average loss per dealer was $3,000. There were very few, if any, of the dealers that did not suffer some loss. The losses in most cases were directly proportional to the number of cars they handle and ranged from a few hundred for the small dealer to many thousands for the large dealer. Is **is any wonder, then, that two out of three dealers prefer non-recourse or some form of adjusted recourse that has been developed during the past year?**

MANY EXHIBITS AT CAR SHOW AT WILLIAMSPORT

Williamsport, Pa., Jan. 31.—The seventeenth annual automobile show of the Williamsport Automotive Dealers' Association was held this week in the Susquehanna Trail garage building. The exhibitors and the makes of cars and supplies they showed are:—

Enterprise Auto Company—Hudson and Essex; Harer Auto Electric Company—Philco socket power and batteries; Keeler Motor Car Company—Willys-Knight and Whippet; Davidson Auto Company—Nash; Rothfuss Garage Company—Cadillac; Sanford Motor Supply Company—automotive supplies and equipment; Standard Garage Company—Paige; Blackstone Auto Company—Chrysler; West Branch Garage Company—Reo; George Myers and Brothers—Flint; Williamsport Buick Company—Buick; W. U. Mussina Company—Dodge; Williamsport Motor Car Company—Chevrolet; Lycoming Auto Sales—Studebaker and Erskine; Mead and Goodrich—Ford and Lincoln; Park Motor Car Company—Packard; United Motor Car Company—Hupmobile; Franklin Motor Car Company—Franklin; H. A. Kurtz—Oakland and Pontiac; Wurster Battery and Ignition Company—Willard batteries, and Susquehanna Sales Company—Gardner and Kissel.

Kansas City, Mo., Jan. 27.—A gain of almost 50,000 motor cars and trucks is reported from Missouri during the past year, where registrations for 1926 totaled 651,550.

Starting Daily Production of 1,500 Huotari All-in-One Signal Lights

Olympia, Wash., Jan. 31.—Formation of a $99,000 corporation and completion of dies necessary for quantity production of the All-in-One auto signal light, patented last year by C. W. Huotari, Sr., of Aberdeen, Wash., have been announced by Mr. Huotari, Sr., president of the new corporation.

Production of the signals at the rate of 1,500 daily is being started in Seattle. The new signals are lighter and more attractive in appearance than the older types which Mr. Huotari has been manufacturing in Aberdeen.

Plans for a sales campaign in virtually every state are now being worked out by Mr. Huotari, who adds that tentative orders for 370,000 of the devices have been received from five Detroit automobile manufacturers, who will install the signals as standard equipment on their higher-priced cars.

The Canadian branch of the company, to be known as the Canadian Auto Safety Signal Company, Ltd., has been incorporated for $200,000 and is planning to manufacture 100,000 of the signals in 1927. The signal recently was officially approved by the Canadian government, the company states.

SIMPLEX
Piston Rings

Simplex Piston Rings supersede all other methods of rebuilding cylinders and pistons.

GUARANTEED 10,000 MILES
against Oil Pumping, Piston Slap and Compression Loss

See this short-cut scientific method of reconditioning all cylinders, no matter how worn, tapered, out of round or heat distorted.

Booths 254-255

THE SIMPLEX PISTON RING COMPANY OF AMERICA,
Incorporated
1972 East 66th Street
CLEVELAND, OHIO

NORTH EAST SPEEDOMETERS

And now—for FORDS
The Speedometer That Lasts

Full Measure of North East Dependability

Accurate at every speed

Compensated for all Temperature Changes

Readable Night or Day

100,000-mile Season Odometer

100-mile Trip Odometer Conveniently Reset

$15.00 Complete with Application Parts

IT'S HERE! Look your Ford customer in the eye and tell him confidently, "Now you can get a speedometer that lasts. Your speedometer troubles are over. Here is a full-sized, fine looking instrument that you can depend upon—one that you will be proud to put on your car—one that improves the appearance of the dash and provides for a dash light if you have none."

Here is an instrument that embodies the results of years of speedometer production for exacting Car Manufacturers. It is marketed in the clean-cut North East way. Its price assures quality to the purchaser and worth while profit to the dealer. Get in at the start of this business-building proposition. Call on the nearest North East Branch or Distributor for detail.

Full-sized and Good Appearance

Applicable to All Models from 1925 on

Patented Drive from Rear Wheel

Simple to Install

High Grade Flexible Shaft

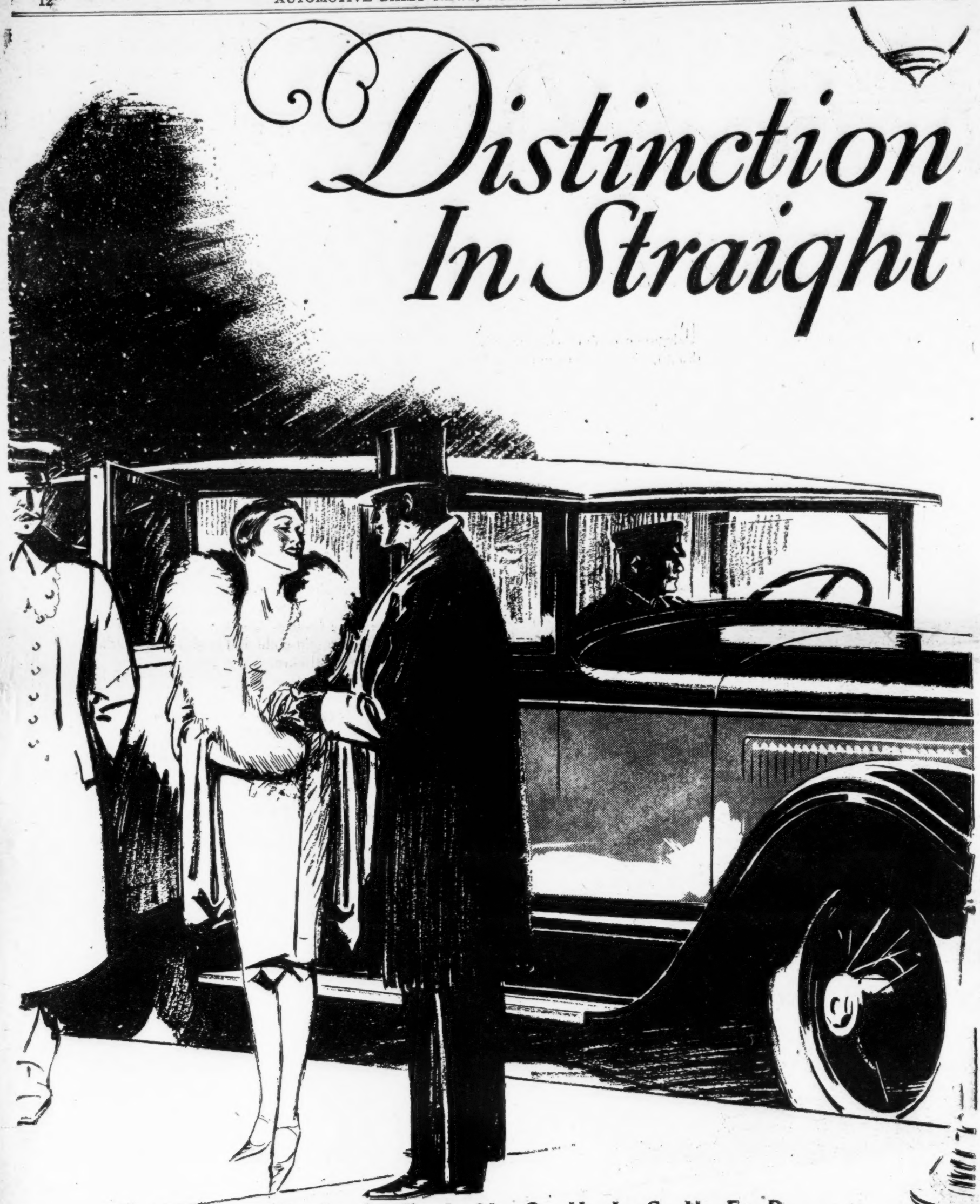
Built throughout to North East Standards

Backed the World Over by Authorized Service Stations

NORTH EAST Products are distributed and serviced by
NORTH EAST SERVICE INC.
Rochester-Atlanta-Chicago-Detroit-Kansas City-New York
San Francisco-London-Paris-Toronto
Authorized Service Stations throughout the World

NORTH EAST Products are made by the
NORTH EAST ELECTRIC CO.
Manufacturers of Automotive Equipment
Rochester, N. Y.

STARTING · LIGHTING · IGNITION · HORNS · SPEEDOMETERS · FRACTIONAL H.P. MOTORS


Distinction
In Straight
THE DISTINGUISHED
HUPMO

In Body Design Eight Performance

Custom Bodies by
DIETRICH

New ideas, new touches of luxury and beauty, in three surpassing custom body designs, created and built by Dietrich exclusively for Hupmobile Eight.

Elegance of performance, elegance of design, elegance of appointment—

On these three potent points is based the new Hupmobile reputation which is putting this magnificent straight eight into the best homes of the country in competition with the finest and most costly motor car productions.

During the last two years, Hupmobile has attained a new social status; it has become the type, and the car, preferred above other types and other cars in the higher price ranges.

The swing to the Hupmobile Eight is positive and conclusive. It is taking on the proportions of a landslide.

Because Hupmobile has proved that its Eight reaches the very apex of superfine performance—and that means in agility, in smoothness, in delightful ease.

Because Hupmobile has proved that an eight can be simple and sane and reliable; that it can be frugal instead of wasteful.

Your admiration for this Eight is first captured by its beautiful color harmonies, by the refinement of its body designs; by its thoroughbred appearance.

Once you take it out on the road—once you taste the delight of its matchless straight eight performance and its roomy luxury—you are won forever to the straight-eight and to this Hupmobile above all cars.

Ten Distinguished Body Types—
priced from $1945 to $2595 f. o. b.
Detroit, plus revenue tax

HUPP MOTOR CAR CORP.
Detroit, Mich.

BILE EIGHT

Cadillac Holding Six Exhibits in Chicago as Feature of Show Week

CHICAGO, Jan. 31.—No less than six different exhibits of cars are being held during the week of the National Automobile Show in this city by the Cadillac Motor Car Company.

The Coliseum exhibit will include six cars and a cut-open chassis; twelve body styles will be displayed in the salon at the Hotel Drake, and other Cadillac cars will be on show at the Edgewater Beach, Belmont, LaSalle and Shoreland Hotels.

The announceemnt by Cadillac some months ago of a line comprising fifty-one standard and custom-built bodies, in about 500 color combinations, sounded a new note in the automotive industry. The Cadillac company was the first firm to come out with a program of offering high-quality cars in a selection so wide as to unfailingly meet the taste of any prospective buyer of the class of automobile which the company manufactures. It is natural, therefore, that—with the mechanical excellence of Cadillac construction a universally recognized fact—whatever is said by the Cadillac organization or about its product should deal principally with its variegated, interesting and beautiful line of body styles.

The prices of the principal styles, on both the 132 and 138 inch wheelbases, are:

Standard bodies, 132-inch wheelbase—

5 Brougham	$2,995
3 Coupe	3,100
5 Victoria	3,195
5 Sedan	3,250
7 Sedan	3,350
2 Sport Coupe	3,500
7 Imperial	3,535
Sport Sedan	3,650

Custom bodies, 138-inch wheelbase—

Roadster	$3,350
2 Roadster (132-W.-B.)	3,350
5 Phaeton	3,450
Coll. Coupe	3,450
7 Touring	3,450
5 Coupe	3,855
4 Sport. Phaeton	3,975
5 Sedan	3,995
7 Suburban	4,125
7 Imperial	4,350

At the Coliseum there will be four body types by Fisher, as follows: A convertible coupe in Pandora blue and pearl gray, a sport sedan in English gray, with cabriolet style rear quarters; a sport phaeton featured by a tonneau cowl and two folding windshields, with a color combination of cream and black, and a seven-passenger Imperial in green and blue. The Fleetwood coach work is represented by a seven-passenger Imperial and a town brougham.

The principle of the famous Cadillac V-type 90-degree engine is remarkably presented in the cut-open chassis, so constructed as to show every mechanical part in operation. Since its introduction of this type of engine in 1914 the company has built nearly 250,000 units, embodying the same principle of engine design.

LAWRENCE P. FISHER
President, Cadillac

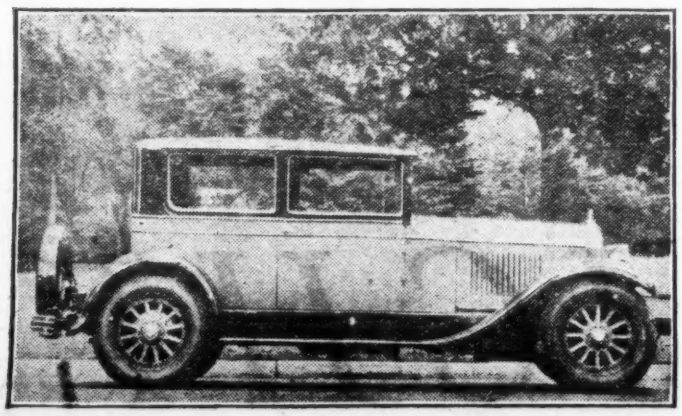
In the salon at the Hotel Drake the twelve custom body styles are duplicates of those which created a sensation at the New York Salon. Included in the display are a six-passenger and four-passenger landaulet sedan by Brunn, a seven-passenger inclosed drive non-collapsible sedan cabriolet by Holbrook, a town cabriolet by Willoughby, a sport phaeton, a convertible coupe, a cabriolet Imperial and a five-passenger coupe by Fisher and a town cabriolet, a five-passenger Imperial cabriolet, a seven-passenger Imperial and a town brougham by Fleetwood.

Two new shades—topaz and rubra—recently devised by Holbrook for use on the seven-passenger cabriolet sedan at the New York exhibit are again being shown. With paint specially prepared by Ditzler and upholstery cloth by Wiese, the model presents a remarkably harmonious combination of shades and is attracting marked attention.

Upholstery covered with imported French novelty cloth from Laidlaw, interior hardware in "Brunn" design from Harry A. MacFarland, and a color combination of Labrador gray, LaCrosse beige, elephant gray and cream striping are outstanding features of the four-passenger sedan by Brunn. Other beautiful color schemes are produced by remarkable combinations of marine blue and ivory, purple lake and glazed carmine, German silver and black, and numerous others.

Among the closed cars on this chassis, cabriolet type bodies predominate. They are characterized by leather rear quarters, graceful landau bows and a slight downward slope of the top at the rear.

CADILLAC STANDARD FIVE-PASSENGER BROUGHAM shows in its appearance many features of custom-built cars, including the highly effective use of color in window recesses as well as new headlamps and one-piece fenders.



All 3 Nash Series In Show Exhibits

Chicago, Jan. 31.—The Nash line exhibited at the National Automobile Show includes cars of all three series, Light, Special and Advanced Six. Prices on this line range from $865 to $2,090.

C. W. Nash,
President

All principal body styles are represented in this line, to which have recently been added the Cavalier and Ambassador, sedans of rather French design, in the Special and Advanced Six lines, respectively.

Principal among the mechanical features of Nash cars is the seven-bearing crankshaft used to minimize deflection.

NATIONAL LAMP WORKS PROMOTES 2 OFFICIALS

Cleveland, Jan. 31.—Promotion of two officials of the Buckeye division of the National Lamp Works, this city, is announced.

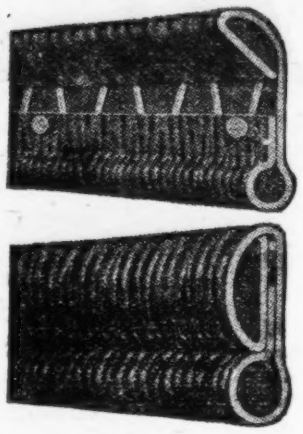
N. H. Boynton, formerly general manager of the division, becomes assistant general sales manager of the National Lamp Works, and C. B. Gray, who was assistant general manager, has been made general manager of the Buckeye Lamp Division. Mr. Boynton will be located at the general offices at Nela Park, while Mr. Gray will be located at the Buckeye division plant in downtown Cleveland.

HEADS TIRE FIRM

Houston, Tex., Jan. 31.—R. L. (Pat) O'Bryan, who has been connected with various tire firms in this city for the past twenty years, has been named manager of the Houston Tire Service.

Sixty-four Per Cent

of the Motor Car and Body Manufacturers exhibiting at the New York Show used WIRE ON Trimmings. The number of WIRE ON trimmed automobiles is significant of its leadership in the binding field. Its universal use is evidence of its durability, economy and beauty.



Carter's WIRE ON Mouldings are supplied in rolls or cones and are made from Leather, Artificial Leather and Cloth, according to specifications.

Due to its rigidity, it requires less tacking and due to its patented construction, holds firmly in place. All tacks are concealed.

WIRE ON Products on Exhibit at Booth 111, Chicago Show.

The Geo. R. Carter Co.
Connersville, Ind.
WIRE ON PRODUCTS
U.S. Patent, Aug. 16, 1921; Canada Patent July 25, 1922. Additional and Foreign Patents Pending

Complete Coverage
In the Industry's
MOST ACTIVE MARKET
makes the
DOUBLE-PROFIT
Franchise
Doubly Desirable

You have something of interest for *every prospect* in the rich field of medium and low-priced sixes if you hold the Double-Profit Franchise.

Its wide price range—$825 to $1295—completely covers the automotive industry's most active market. And its value will enable you to build a permanent and profitable business.

Sales rights on the Pontiac Six and the Greater Oakland Six are part of the Oakland-Pontiac Double-Profit Franchise. Write Department G for full information. Priority of application counts so do not delay. *Write Department G today!*

OAKLAND-PONTIAC
Double-Profit
Franchise

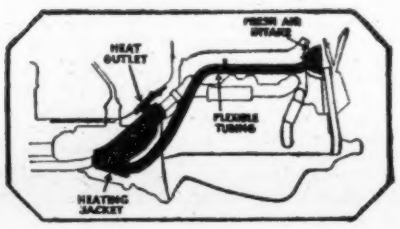
Sales in January broke all records

HEATER sales used to slump after December. But not this year. Sales are proving that every cold day is a good Perfection Heater day.

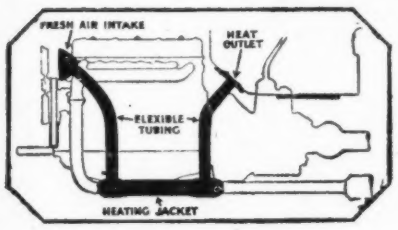
January promises to break all records. Dealers have learned that car owners will lay down $5, $8 or $10 for comfort on any cold day. And don't forget the coldest and most disagreeable days come in January, February and March. That's why dealers who sell the quick—safe—clean heat of Perfection Heaters are helping make sales history.

Will you get your share?

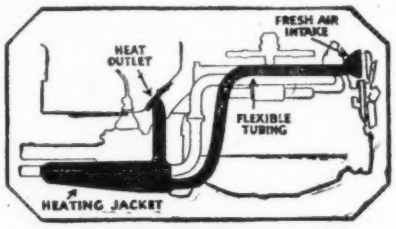
THE PERFECTION HEATER & MANUFACTURING CO.
Cleveland, Ohio



No. 652. For Dodge, Hudson, Oldsmobile, Cleveland, Jordan and Diana.



No. 653. For Buick, Nash, Studebaker, Moon, Paige and Jewett.



No. 654. For Overland, Hupmobile, Willys-Knight and Chrysler.

Also for Ford, Chevrolet, Star and Essex

PERFECTION MOTOR CAR HEATERS

Flint Output for 1927 Is 13 Styles on 3 Chassis

New York, Jan. 31.—The Flint division, Durant Motors, Inc., is producing thirteen different styles for 1927, mounted on three chassis—the 6-80, 6-60 and Junior. Representatives of all three series were exhibited at the National Show, giving a fair idea of the company's product, the prices of bodies on which are as follows:—

Flint Junior	
Five-passenger coach	$960
Five-pass. de luxe coach	1,075
Flint 6-60	
Five-passenger touring	1,260
Five-passenger brougham	1,450
Four-pass, roadster, coupe	1,495
Five-passenger sedan	1,495
Four-pass. roadster, coupe	1,495
Flint 6-80	
Five-passenger touring	1,450
Four-passenger roadster	1,645
Five-pass. sport touring	1,645
Four-passenger coupe	1,850
Five-passenger sedan	1,925
Seven-passenger sedan	2,125

Model 80 has an 80 b. h. p. motor, heavily reinforced frame, four-wheel hydraulic brakes and many other mechanical features which cause it to rank high among cars in its price class.

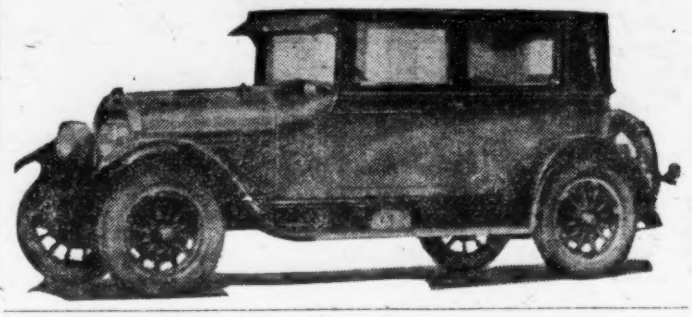
Its Continental L-head six cylinder engine is 3⅜ by 5, displacement 268 cubic inches. The crankshaft has seven bearings. Force-feed lubrication system, impeller type pump, DeJon electrical system, Stromberg carburetor, vacuum tank and gasoline filter are among the features. The clutch is a single dry-disc type and the transmission mounted amidships on a tubular subframe, with the engine. Spicer universal joints are used in the drive. The rear axle is semi-floating with tapered roller bearings. The front axle is a reverse Elliott type; the frame is of channel steel with six cross members, semi-elliptic springs are 55 inches long in the rear and 36½ inches in front. The Zerk chassis lubrication system is used, and Lockheed hydraulic four-wheel brakes.

The wheelbase is 120 inches, and on the seven-passenger cars 130 inches. Equipment includes ammeter, radimeter, oil gauge, gasoline gauge, speedometer, electric clock, horn button and dimming switch on top of steering wheel, concealed board lamps, combination stop and tail lamp, automatic windshield wiper, rear-view mirror, aluminum kick plates, tool kit, extra rim, air cleaner, gasoline strainer, oil filter and cowl ventilator.

The 6-60 engine is 3¼ by 4⅝ and develops 56.5 b. h. p. at 2,600 r. p. m. It also has a seven bearing crankshaft. Electrical equipment is Auto-Lite. The steering gear, as in the 6-80, is a Ross-Warner type. The wheelbase is 115 inches; Lockheed brakes are part of the equipment, which follows that of the larger car pretty closely.

In the Junior the engine is 2¾ by 4¾, giving 40 b. h. p. at 2,800 r. p. m. The car resembles the 6-60 mechanically, but is built smaller, on a wheelbase of 110 inches.

FLINT, MODEL 60, BROUGHAM, for five passengers, a luxurious popular-priced car with individual front seats, roomy rear seat and trunk rack, has an air of refinement emphasized by victoria irons, belt outline and tall radiator.



Five Chassis Shown in Graham Line of Trucks

Chicago, Jan. 31.—Five chassis of trucks, with capacities from one to two tons, constitute the line of Graham Brothers, which is among the most widely used in lighter commercial work. Prices range from $885 to $1,445, and wheelbases range from 126 to 162 inches.

A variety of body styles is furnished on these chassis. One of the most popular is the G-Boy Panel, built on a one-ton chassis with Dodge Brothers engine and heavy-duty type transmission. It has a well-designed, strong yet reasonably light body, effectively finished with moldings and stripes, and fitted with a highly comfortable cab for the driver.

Another important style is the 1½-ton canopy type truck, equipped with side curtains which, when rolled up, are held in position by straps. This style is of unusually handsome design and particularly suited for fast delivery runs into outlying districts.

The two-ton trucks, built for hard work, long life and low haulage cost, are used extensively by general contractors, express and oil companies. Thirty-one body styles are available in the two-ton line, each designed particularly for a certain type of commercial work. Equipment includes disk wheels, with dual rear tires or single tires of a larger size.

HAYES WHEEL VOTES QUARTERLY DIVIDEND

Detroit, Jan. 31.—Hayes Wheel Company declared its regular quarterly dividend of $1.87½ on the preferred, payable March 15 to stock of record February 25.

No action was taken with respect to the quarterly dividend of 75 cents on the common. The quarterly dividend on the common in past years has been declared at the January meeting of the directors.

Two New Oakland Sales Divisions Formed

Pontiac, Mich., Jan. 31.—In line with the rapidly expanding program of the Oakland Motor Car Company, W. R. Tracy, vice-president in charge of sales, announces a division of the twenty-two districts of the country into two new sales groups to be known as the Eastern and Western divisions, with a seasoned automobile man in charge of each.

E. M. Lubeck

W. B. Sawyer, formerly Boston district manager for the Oakland company, has been named Eastern sales manager, and E. M. Lubeck, formerly Chicago district manager for Oakland-Pontiac, becomes Western sales manager.

Both men will maintain headquarters at the Oakland factory at Pontiac, Mich., where they will be in direct touch with Mr. Tracy, and each one will have full charge of all sales activities in his respective division.

BANKRUPTCY PETITION

Davenport, Ia., Jan. 31.—Benjamin A. Lilly, Clinton automobile accessory dealer, has filed a petition in bankruptcy with the deputy clerk of the Federal Court here. He listed liabilities of $1,605.89 and assests of $2,218.28, of which the major portion is in outstanding accounts.

FACTORY

***NEW*—Daylight construction, 90 minutes' truck haul to 75% of the automobile industry. Ideal for accessory plant. New Industries Division, Board of Commerce, Pontiac, Mich.**

Trend Swinging Toward Fast, Light Motor Car

By R. W. JUDSON,
President Continental Motors Corporation.

DETROIT, JAN. 31.—The past few years have seen a distinct change in the trend of motor car design. In place of the heavy, cumbersome, space-consuming passenger cars, formerly so popular, the pendulum has swung back to the lightweight, substantial, easily handled machines.

There is no longer any necessity for the bulky, gas-consuming car. We have taken a lesson from Europe, where the necessity for fuel economy forced the light, compact car to the front. It has been found in this country that the average load per car is one and one-half passengers, which has resulted in lighter cars patterned after European models.

Aside from fuel saving, traffic conditions have played an important part. City streets and country roads are more often than not jammed with traffic. The necessity for a quick getaway when the signal says "go" presents itself dozens of times daily. It is for this reason that the light but sturdily built and easily handled car has come to the fore.

Race meets have also had a wide influence in determining the design and character of present-day cars, particularly the design and type of motor. The practicability of the light cars was exemplified in the one-man mosquito racers. In these the cars were designed around the motors. Everything was subservient to the power plant.

It was found that the motor designed for greatest accessibility, with all excess weight eliminated, was most efficient and practical not only for racing but for general purposes. The Continental Motors Corporation, designers and specialists in motor manufacturing, are continually making extensive laboratory and road tests, as well as test performances on the racing track. They foresaw the present trend and designed Red Seal Continental Motors to meet existing conditions.

The small, compact motor has not only proven its advantages through continuous use, but it has enabled the automobile manufacturer to bring down his car weight without sacrificing power efficiency. It has also been found that greatly increased production has resulted, due to increased demands in both local and foreign markets. This increased production has enabled the manufacturer to decrease his costs, thus furnishing a better motor for less money.

Today, the compact, economical power plant is in the ascendancy. The needs of the motoring public have never before been as fully met, and when time and experience prove that additional changes and refinements are advisable, the motor manufacturer will be ready to make them.

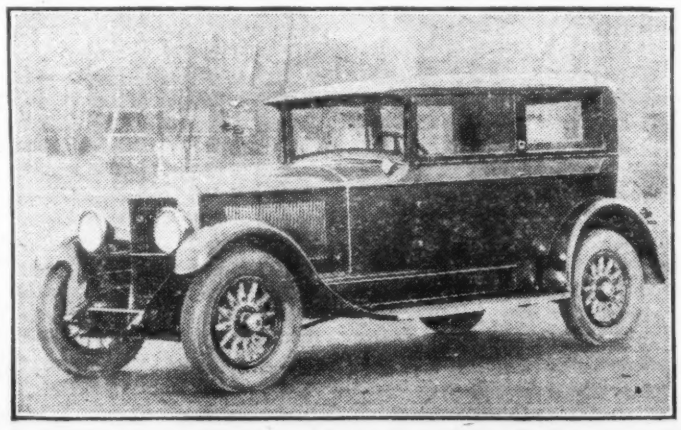
Strip Sheets Now Used for Ford Fender Stock

Youngstown, Jan. 31.—The Ford Motor Company is using strip sheets, a hot rolled wide strip, exclusively for fender stock, in place of full finished sheets. Valley strip mills are supplying Ford with heavy tonnages of strips. This replacement indicates one of the economies instituted by Ford, as there is a substantial price spread between strip sheets and full finished sheets. Latter are quoted down to 4.15 cents, against 3 cents a pound for wide strips. Extras, however, add to this cost.

Trumbull is furnishing heavy tonnages of sheets to fabricating interests such as Truscon Steel, General Fireproofing Company and Cleveland roofing interests.

Trumbull tin plate department has substantial orders for delivery over first half-year. Until suspension last week, its tin plate mills had enjoyed an unprecedented run, operating for over a year without cessation.

DIANA EIGHT two-door brougham is designed with doors thirty-seven inches wide to allow passengers to enter and leave without having to move the front seats. Note the curved roof line blending with the visor.



"WINTERFRONT is the first thing I have ever sold that people really wanted."

This is the actual statement of a well-known distributor after six months with the Winterfront proposition.

There is still time for live dealers to make a handsome Winterfront profit this year.

A necessity
8 months of the year

A sales market
8 months of the year

PINES WINTERFRONT
IT'S AUTOMATIC

Write us for name of your nearest Winterfront distributor

PINES WINTERFRONT COMPANY
430 Sacramento Blvd., Chicago

February Schedule of S.A.E. Meets Announced

New York, Jan. 31.—The Society of Automotive Engineers announces the schedule of section meetings of the organization in various parts of the country for the month of February as follows:—

February 1, Buffalo, N. Y., "Gasoline—What It Was, What It Is, What It Will Be," A. Ludlow Clayden.

February 2, Milwaukee, "Mechanism of Lubrication," Robert E. Wilson (Cuts and films shown in connection with this paper.)

February 8, Pennsylvania, "What Has Research to Do with Manufacturing?" J. H. Hunt.

February 8, Chicago, "High-Speed Ignition Systems and Breaker Systems," F. G. Shoemaker. (Demonstrating models, slides and moving pictures.)

February 10, Washington, "Rubber and Its Uses," W. L. Holt of the United States Chamber of Commerce, Rubber Division.

February 10, Indiana, "Trend of the Industry as Reflected by the New York Show," T. J. Litle. Other prominent engineers will give five-minute talks on the same subject.

February 10, New England, "The Electric Drive as a Motor Bus Transmission," Charles Froesch. Supplemented by slides and motion pictures.

February 11, Southern California, piston ring symposium, various authors.

February 17, Metropolitan, "Buses," R. N. Graham.

February 17, Detroit, "Electro-Deposition of Rubber," Dr. S. E. Sheppard, J. W. Schade.

MURPHY VISITS BOSTON

Boston, Jan. 31.—L. F. Murphy, sales manager of the Velie Motors Company, and Robert Spillane, Eastern district manager, were the guests here last week of Amos J. Shorey, head of the Velie Motor Company of New England. Mr. Murphy stated his belief that 1927 will be a big year. He left Boston for Toronto, where he will spend a short time en route to the factory.

FRANKLIN LINE ATTRACTS MANY

Air - Cooled Principle Winning Favor, Says Sales Manager

Syracuse, N. Y., Jan. 31.—With sound fundamental conditions in the automotive industry as a whole, the position of the Franklin Automobile Company is particularly encouraging because of the increasing public interest in the air-cooling principle, according to Fred B. Walker, general sales manager.

"Our picture for the year appears to be brighter than at any time in the past," continues Mr. Walker. "The dealers' desire to market a product is, we believe, a positive gauge of its popularity. That automobile dealers recognize the increasing trend of public opinion toward Franklin cars is evidenced by the number of applications we have received for dealer franchises. During the New York show more dealers in other lines of cars visited Franklin headquarters seeking information in regard to franchises than ever before in the history of the company.

"This year is emphasized for us by the production of the Twenty-fifth Anniversary Franklin motor car, a fitting and outstanding culmination of twenty-five years of successful engineering and manufacturing endeavor. This product supplies all those things so much desired by the public—smoothness, power, speed, beauty and comfort—which, in conjunction with simplified motor cooling, quality and accuracy in manufacturing, places Franklin in a position in the industry such that we look upon 1927 with unusual optimism."

Davis Motor Displays Silver Anniversary Line

Chicago, Jan. 31.—One of the most talked-about exhibits at the automobile show is the Silver Anniversary line of the George W. Davis Motor Car Company. The lines of these Davis cars are graceful, distinctive, harmonious, combining roominess with compactness. The color combinations offered by the company are varied enough to suit any buyer's taste.

George W. Davis
President

The new Davis line is built with special Continental engine, Delco ignition, Borg & Beck clutch, Warner transmission, Ross steering gear, Lockheed four-wheel brakes and other parts of equally high quality, putting it in construction among the cars of highest character, in the medium-price class.

It is safe to say that the Davis organization has made a most promising start on its second quarter of a century.

"Profits ?

Yes - *big profits!* My truck department keeps me in business during *slow seasons* in passenger car sales!"

Many dealers who handle both motor cars and motor trucks report that they would have gone out of business *if their truck sales had not carried them through!*

Dealers who handle Federal Trucks find that the sales are steady and pay profits all the year round. The initial outlay need not be large.

One Federal dealer started in 1925 in a city of 28,000 population with a capital of less than $1,000. In 1926, he sold 33 Federals and made a profit of $16,000 —*net.*

With 17 years experience building trucks of every size, to meet the needs of every trade and industry, Federal "knows the ropes" and can show you the way to make big net profits in the truck business.

Get in touch with us and talk it over. We will show you facts and figures of the successful records of other Federal distributors—and how they did it.

FEDERAL MOTOR TRUCK COMPANY, DETROIT

The Federal Scout One Ton Truck at $995

—caps the climax of Federal's 17 successful years of exclusive truck building. Built entirely of truck parts, the "Scout" is the world's lowest priced one ton *all* truck.

Remember—70% of all trucks sold are one ton capacity, and the "Scout" offers you the greatest opportunity for profit in motor truck history.

See The Federal Scout at the Chicago Show—First time exhibited in the West.

FEDERAL

Motor Trucks

SPARKS from DETROIT

Era of Mergers

* * *

Foreign Business

* * *

Automotive Taxes

Walter Boynton—Detroit Editor

SCIENTISTS say that modern man is losing the use of his powers of physical locomotion. Naturally, the automobile is blamed for it, and perhaps properly. Most of us are like the red-blooded cowboy, who always mounted his horse to make a trip across the street. Yet, Mr. Nurmi, living in this effete age, is the fastest marathon runner developed in 2,000 years. It seems, like most everything else, to be a question of the individual.

* * *

Peugeot, De Dion-Bouton, and a less well known French company, the Bellanger, have merged, and the statement is made that the newly formed company will soon begin production on a scale comparable to that of one of the largest automotive companies in America. This is the era of mergers.

* * *

FOREIGN activities, looking to the acquisition of a place in the world markets, will be combated officially by the United States. A recent budget submitted to Congress contains an item of $65,000, to be used by foreign trade commissioners in studying methods by which the American automobile may continue to hold its place. Coming from the present administration, this appropriation must be regarded as liberal, but it is naturally only a drop in the bucket compared with the sums already invested by American manufacturers in keeping our industrial flag at the top of the staff.

Most of the American makers of automobiles, especially in the commercial vehicle field, are looking to world markets this year and the years to come to furnish additional absorptive material for their largely increased production.

* * *

CERTAINLY, the automobile is doing its full share in supporting government. In 1926, the Federal government collected from motorists in taxes on cars, tires and other accessories a total of $138,155,094. State figures for the year have not yet been compiled, but it is conservative to say that in car and gas taxes alone owners expended close to $500,000,000. Add to this the revenue from fines alone, levied the country over, which is estimated at close to $40,000,000 annually, and the figures begin to pile up.

* * *

This is the age of tremendous figures. In December sales of stamps by the Internal Revenue Bureau for affixing to packages of cigarettes disclosed a total consumption of 6,391,843,537 cogarettes in the month. I would like to know what firm is putting cigarettes up in packages of seven.

* * *

A survey carried out in sixteen of the country's chief industrial centers shows that the factory worker gets on the average $2 a week more than the man in the office. In other words, it costs the office man about $104 yearly to wear a white collar, to say nothing of the wear and tear and the laundry bills—or the investment in celluloid.

* * *

IN PUBLIC life Thomas P. Henry is president of the three A's and active in the affairs of the industry. In private business life he is president of the Thomas P. Henry Printing Company. A member of a gang of hold-up men unwisely undertook to hold up the printing company's pay roll the other day—unwisely, because he picked the wrong girl to pick on. The pay roll, totaling about $4,000, was in her custody, and one of four men who had designs on it. made an efforts to snatch it out of her hands. Then the trouble began for everybody. The Henry employee wanted the pay roll just as much as the bandit did, and she hung on, screaming at the full capacity of a set of very capable lungs. The bandit's business associates, who were waiting outside to carry him and the loot away, finally got tired of hearing the screaming and called through the door to the thief to let the girl and the money go. They all got away, but without the money. That stayed where it belonged, with the indomitable cashier, who is nursing two very pretty wallops on the jaw as a souvenir of her experience.

A curious fact in the story is that the young lady's name is Pickcupp. Queer name for any one connected with the

(Continued on Page 22)

Moon Displaying Two Lines at Chicago Show

CHICAGO, Jan. 31.—The Moon Motor Car Company is exhibiting at the Chicago Automobile Show representative cars of both the Moon Six-Sixty and the Diana series.

The Six-Sixty line includes both standard and de luxe types, while in the Diana models de luxe quality—though not always so styled—is maintained throughout. Long, low lines are accentuated by the curved visors. Two-tone combinations, with the occasional use of black as the second color, complete the well-balanced exterior composition. The company's line at present comprises the following styles:—

DIANA	
Five-pass. brougham	$1,995
Four-pass. cabriolet	2,095
Four-door de luxe sedan	2,195
Seven-pass. sedan	2,695
Berlin sedan	2,895
SIX-SIXTY	
Five-pass. phaeton	995
Five-pass. roadster	995
Five-pass. coach	1,045
De luxe roadster	1,095
Brougham	1,145
Three-pass. cabriolet rdster	1,195
Five-pass. sport brougham	1,195
Five-pass. four-door sedan	1,245

The design of the brougham makes it highly comfortable, not only to ride in but also to enter and leave. The body has been lengthened and 37-inch doors afford easy passage in or out without disturbing occupants of front seats. Slight lengthening of rear windows and curving of the roof to blend with the visor line are among the improvements of design. The windshield is of the vertical ventilating type.

The brougham, like the four-door de luxe sedan, is distinguished by the lance head panel effect on its cowl and hood, which adds to the beauty of the car. Lance head and upper panels are black. The belt, between the moldings, is Wedgwood green, the lower panels being Albrecht green; the moldings are blocked off with a light straw stripe following also the raised molding of the lance head on the cowl. The deep cushion upholstery is gray mohair, with a rear silk curtain to match.

A feature of the de luxe sedan equipment is the windshield, a slight raising of which admits air from underneath the cowl, while its further elevation creates an additional horizontal air current. Lower panels are Rolls-Royce blue, upper panels and lance head black, with a dark blue setting off the window reveals and striping done in silver. The mohair upholstery is blue, matched by a luxurious carpet. Rear window and rear quarter windows have silk curtains and robe rail, dome light, vanity and smoking sets—all designed to harmonize with the interior—form part of the equipment.

STEWART MacDONALD
President, Moon

The Diana eight has a special Moon Continental L-head engine, 3x8 inches, developing 73 horse power at 2,950 r. p. m. The crankshaft has five main bearings, and the camshaft the same number. A Morse silent-chain drive at the front end operates the camshaft and the generator assembly. Lubrication is by pressure-feed to all crankshaft and camshaft bearings, with spray oiling of the piston pins. The Delco two-unit electrical system is used, and the battery is under the front seat.

Through a Borg & Beck single-plate clutch and Warner three-speed transmission, which are in unit with the engine, and the propeller shaft the drive is taken to the Columbia semi-floating, spiral-bevel gear-driven rear axles fitted with Timken bearings throughout. The steering equipment is of the Ross cam and lever type.

The frame is strengthened four-gusseted crossbars and two tubular members, two additional cross members being provided by the front and rear supports of the engine. All springs are semi-elliptic and two inches wide, front and rear spring lengths being 36 and 54 inches, respectively. The wheelbase is 125 inches. Disk or wooden wheels are supplied, with 36x6 balloon tires.

Diana equipment includes four-wheel hydraulic brakes, a full set of instruments under indirectly lighted glass oval on the walnut-finish instrument board, and transmission lock.

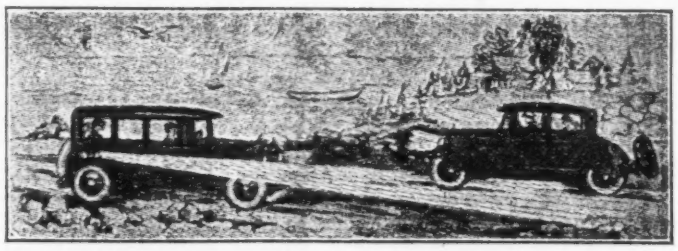
In the Six-Sixty series, the cabriolet roadster, one of the latest additions to the line, is distinguished by the Moon one-piece swinging windshield operated by a crank handle in the center of the cowl bar, the mechanism of the windshield holds it rigid in inward or outward position. The rear window is operated easily by a sliding handle, movable through about six inches. Remote control door lock and pull handle are also among the features of this car. The color is Ambatto green and Nimrod green, on lower and upper panels, respectively. However, several other effective color combinations are optional.

The royal sedan is a typical big-car-equipped small car. It is compactly built, and finished in marine blue on the lower panels, with upper structure black and window reveals in a different shade of blue, and upholstery to match. Appointments include silk curtains, silk assist cord, robe rails, foot rail, dome light and mirror, Circassian walnut woodwork and special hardware.

The engine, a six-cylinder L-head type, is 2⅞ by 4¾ inches, giving forty-seven horsepower at 2,600 r. p. m. The clutch is a single plate design and the transmission a Warner Gear product. A semi-floating rear axle and a drop-forged I-beam front axle, both Timken-bearing equipped, are used.

TRIP-O-LITE—A "SPOT" LIGHT

MORE THAN A BACKING LIGHT---
MORE THAN A TROUBLE LIGHT---
This New Safety Light Makes Night Driving



Safe At Last.

Light *Where* YOU Want It.

Light *When* YOU Want It.

Complete, all around protection for both driver and approaching motorist.

No More Moments of *blind* terror in the glare of on-coming, full powered headlights.
No More *Blinding* of the on-coming driver by *YOUR* lamps.
At ALL Times a *Fully Illuminated Roadway*—from center to ditch.
TRIP-O-LITE is an altogether *NEW* discovery in Automobile lamps.
It meets and conquers every danger of night driving and plants in the driver a sense of security such as he has never known before.

A Real DITCH-LIGHT — A Real TROUBLE-LIGHT — A Real BACKING-LIGHT — **All in One**

BIG PROFITS FOR DISTRIBUTORS

Some very valuable county and state distributorships have as yet been unassigned. If you have initiative, the ability to organize, instruct and direct a force of salesmen and the slight capital required to open selling headquarters, get in touch with us. State experience, present business, etc., in full, to facilitate interview.

TRIPLE AUTO LIGHT CO.
Iron River, Michigan

TRIP-O-LITE

is sold by leading accessory and auto parts dealers.

EXHIBIT, SHERMAN HOTEL, January 29th to February 9th. Address all mail, Sherman Hotel, these dates.

This coupon will bring you full information about TRIP-O-LITE. MAIL IT NOW.

CLIP AND MAIL THIS COUPON TODAY

TRIPLE AUTO LIGHT CO.,
Iron River, Mich.
Please send me as follows: Mark here
Descriptive Literature on Trip-o-Lite ..... ___
A Free Demonstration of Trip-o-Lite ..... ___
A Trip-o-Lite for my car ..... ___
for which I enclose $13.50 money order ..... check .....
Name .....
Address .....
.....

Great Array of Accessories at Chicago Show

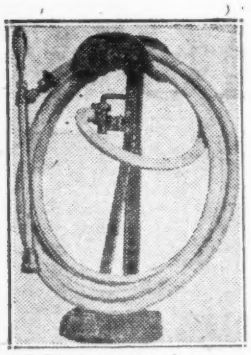
EASY-ON CAP

The Universal automobile gas tank cap, manufactured by the Easy-On Cap Company, Cleveland, O., is made of highly polished aluminum. To prevent loss of the cap, an iron ring is slipped under the cam in the filter neck, and a double iron chain holds the cap which is fitted with a leather gasket to the ring, thus preventing its loss or theft.

WINDSHIELD CLEANER

One of the most popular makes of windshield cleaner is manufactured by Folberth, Inc., Cleveland, O. This firm has just brought out a new model for Ford cars, which may be installed without drilling holes in the windshield frame, as the cleaner shaft fits the hole in the frame of closed Fords. This windshield cleaner is of the motor suction type. Open Ford cars take the one-hole Junior, the Junior or the Universal model of cleaner. The Folberth firm also manufactures a mirror with ball and socket joint, which fits open as well as closed cars with either high or low rear windows.

HOSE RACK AND STAND

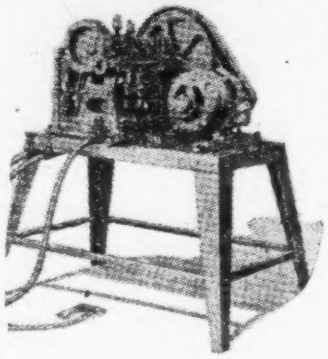


Speed-Spra car washers, as well as such accessories as the hose rack and stand, spray guns, fittings and Stay-On hose are manufactured by the Hayes Pump and Planter Company, Galva, Ill. All these products are standard made, which makes replacement of any parts that may be required an easy matter. The Speed-Spra guns are designed in several styles, to meet individual preferences among service men.

ALL-WEATHER BALLOON

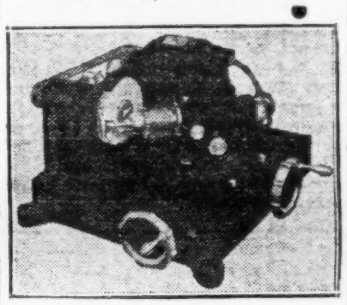
The Goodyear Tire and Rubber Company, Akron, has just brought out its new all-weather balloon tire, which is designed for maximum traction and long wear. The tread has larger and deeply diamonds extending up over the side walls, giving contact for almost the complete width of the tread when the car's weight produces the natural road shape of the tire. This is claimed to eliminate spotty wear and eliminate shimmy to a large extent.

HARDIE WASHER



Made in models for one, two, four and six-gun capacity, the washing unit built by the Hardie Manufacturing Company, Hudson Mich., includes pump, air compressor, hoses, fittings and electric motor. It produces a water jet with 300 pounds pressure, or may be adjusted to give a mistlike spray. In addition to washing cars this device is useful in cleaning machinery, parts, tools, floors, walls and containers.

VAN NORMAN REFACER



A moderately priced valve refacer for garage and service station work has been developed by the Van Norman Machine Tool Company, Springfield, Mass. It grinds all valves of ¼ inch to 7-16 inch steam diameter, and accommodates a head diameter of 4½ inches, being therefore applicable to the great majority of valve jobs. The universal work head is graduated for quick settings at 30, 40, 45 and 50 degrees; the wheel head is driven by a single flat belt. Valves may be chucked close to the valve head above the point of wear of the valve guide. Regular equipment includes a universal chuck and chuck wrench, one four-inch diameter grinding wheel, one diamond dressing tool, one cutter-resharpening indexing support, one cutter-setting gauge and one "V" block.

V-R FUEL UNIT

In the fuel pump and filter manufactured by the V-R Fuel Pump Corporation, Detroit, an electric pump contained in the upper part of the device pumps the gasoline from the tank; it then passes through the filter, which is in the lower glass-bowl portion, and thence to the carburetor. The V-R device takes the place of the vacuum tank and is operated by battery current, coming into action with the switching on of ignition.

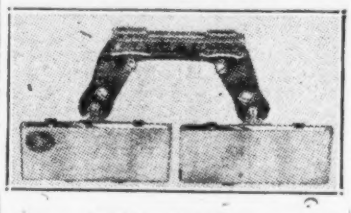
SILVER REPLATING PRODUCTS

E. T. Stanton, 409 Edgecombe Ave., New York, is American representative of the Silver Replating Powder Company, North Wembley, England. The firm's products include Silverdep and Nickeldep for quick plating, Rustrimova and Snoflake for cleaning metals, and Whypitof for cleaning and preserving white and light paint and enamel.

TRIPLEX LAMP

The Alumino Triplex stop, tail and backing light, the base of which is fashioned as a license-holding bracket, is manufactured by the American Automatic Devices Company of Chicago. The outfit, which is easily installed, is delivered complete with switches and wiring necessary for its mounting.

KALES MIRROR



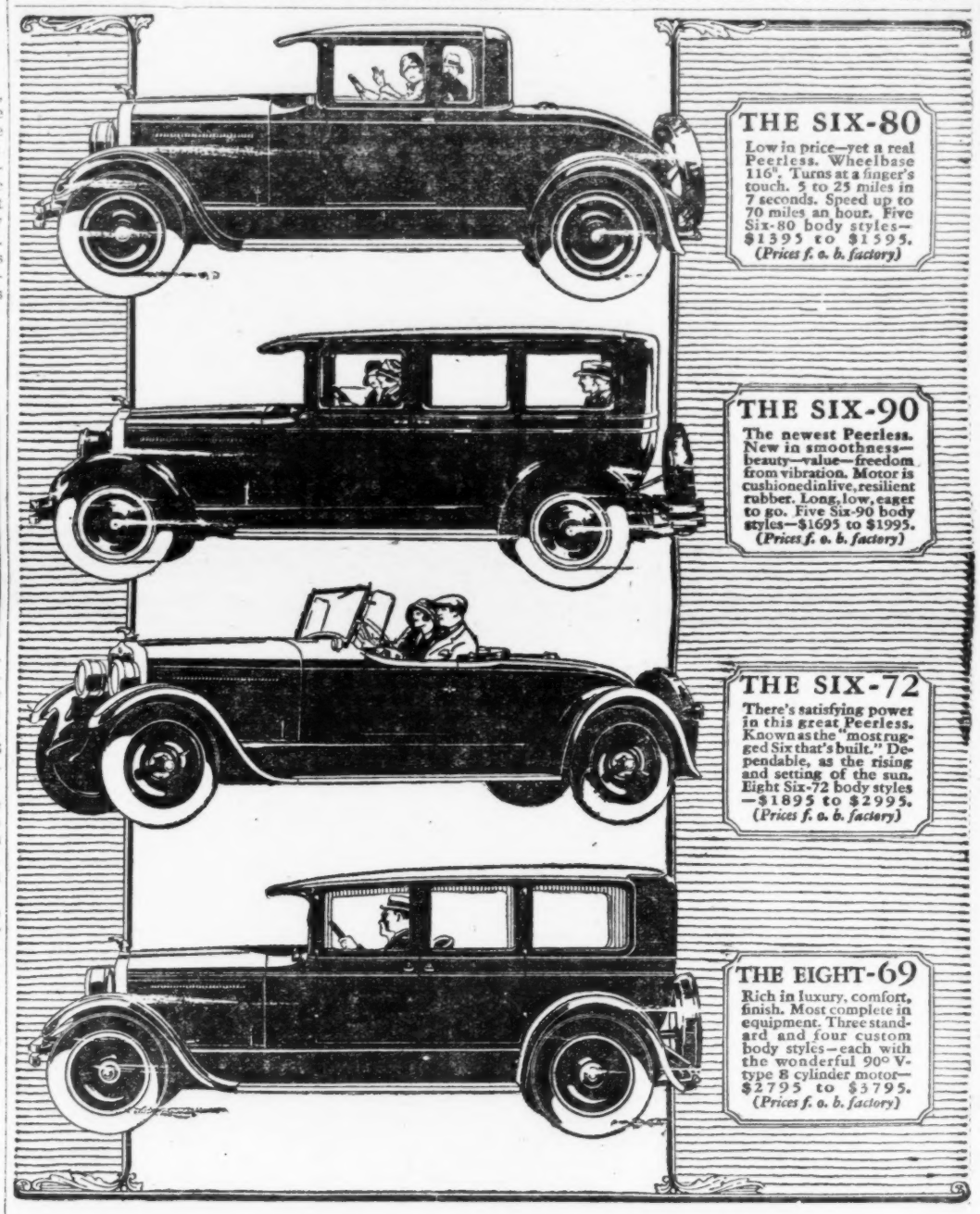
The double hindview mirror manufactured by the Kales Stamping Company, Detroit, is composed of two mirrors, each mounted in a universal joint, providing vision for driver as well as front-seat passenger, or else increased vision for the driver. It is suitable for use on closed and open cars, being either bolted to any windshield or clamped to an open-car windshield.

STEELCOTE RUBBER ENAMEL

Car owners can easily rejuvenate their automobile bodies, by painting them with Steelcote rubber auto enamel, made by the Steelcote Manufacturing Company, St. Louis, Mo. Steelcote is supplied in fifteen colors and flows smoothly and evenly, leaving no streaks or brush marks. One quart is sufficient for painting a small or medium-sized car.

CARBORUNDUM

The Carborundum Company of Niagara Falls, N. Y., manufactures grinding materials, including a line of Aloxite cloth and waterproof paper, as well as carborundum waterproof paper, which products are widely used in automotive manufacture and service work.



THREE great Sixes and a famous 90° V-type Eight to meet any requirement of price, size or performance. All built by one of America's soundest manufacturers. Could any line offer greater possibilities than . . . . . .

PEERLESS

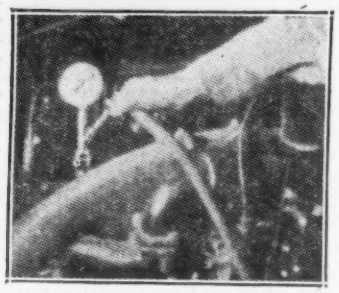
PEERLESS MOTOR CAR CORPORATION · CLEVELAND, OHIO

Manufacturers of the famous 90° V-type Eight-69, the powerful Six-72, the remarkable Six-80 and the new Six-90

PEERLESS · HAS · *ALWAYS* · BEEN · A · GOOD · CAR

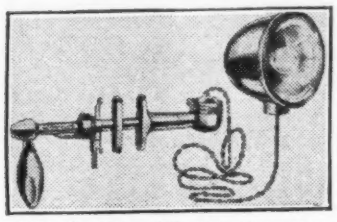
Parts and Accessories Are Displayed at Show

AMMCO MOTOR TESTER



For indicating and locating compression leaks through inlet or exhaust valves, worn piston rings, scored and out-of-round cylinders, the Ammco motor tester may be used to advantage. It consists of a pressure gauge and air-line connection, with air valve. The connection attaches to fittings which screw into spark plug holes, permitting the gauge to swivel. The plug fittings are of hardened steel with rustproof gunmetal finish, while all other parts are of nickelplated solid brass. The gauge has a silver etched dial and heavy bevel crystal; it is made by the Automotive Maintenance Machinery Company, 549 West Washington St., Chicago.

AUTOREELITE



The Appleton Electric Company, 1701 Wellington Ave., Chicago, manufactures a new model of the AutoReelite, designed for closed cars. The AutoReelite is primarily conceived as a spotlight, provision being made in its construction which makes it possible to use it for trouble hunting. It comes with about eleven feet of wire cord, reeled in the support, and loosening a small knurled screw in the lamp base releases the light and permits unreeling of the cord. Switch and control are included in the outfit, which, if desired, is supplied without the reel.

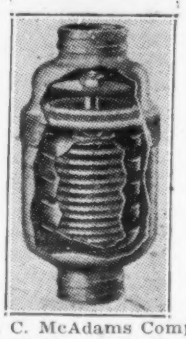
TESTING TOOLS

The Allen Electric Manufacturing Company, Detroit, makes a complete line of electrical testing equipment, including universal test stands, lathes, generator clamps, torque testers, magneto testers, magneto chargers, growlers, armature test meters, reamers, coil-adjusting tool sets, tool kits and filing fixtures.

A C OIL FILTER

Incorporated by the manufacturers of many well-known cars as stock equipment the oil filter manufactured by the A C Spark Plug Company, Flint, Mich., uses a bag as the filtering element. The lubricant coming from the crankcase is forced under pressure into tubular passages of the cloth bag, expanding them, while excessive strain on the bag is prevented by a cylindrical screen. The construction of the device makes it impossible for any but clean oil to leave the filter and return to the oil-circulation system.

B & B MOTORSTAT

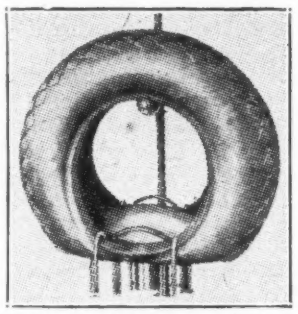


The J. C. McAdams Company of Long Island City, N. Y., is sole distributor of the Motorstat, a thermostat for regulating the circulating of the cooling water, which is manufactured by the Bishop and Babcock Manufacturing Company, Cleveland. The thermostatic element is a multiflex bellows filled with a volatile liquid very sensitive to temperature variation. Sealed in the bellows, the liquid expands them when the water is hot and causes them to contract when it is cold. This action of the bellows is communicated to a valve which regulates the flow of the water through the cooling system.

CHANSON SHOCK ABSORBER

In the balloon-type shock absorber manufactured by the Illinois Iron and Bolt Company, Carpentersville, Ill., the friction belt has one end fastened to a spring-container drum and is laid around another drum for extra friction, both drums being contained in a housing. The Chanson may be mounted with the housing in horizontal or vertical position, depending on whether minimum friction is required, for cars with light flexible springs, or maximum effect is aimed at when the cars are equipped with heavy, stiff springs

WEAVER SPREADER

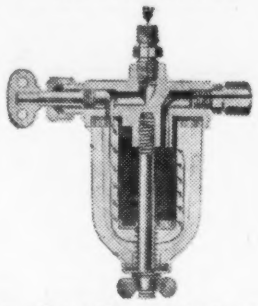


A tire spreader for all balloon sizes up to 10½ inches is made by the Weaver Manufacturing Company, Springfield, Ill. This spreader is operated by compressed air, so that the workman is enabled to concentrate on the examination of the casing. Tires are spread without the need of making adjustments, which makes the operation of the device quick, simple and sure, and particularly suited to the requirements of fleet owners and large stations.

NACTO SPOT REMOVER

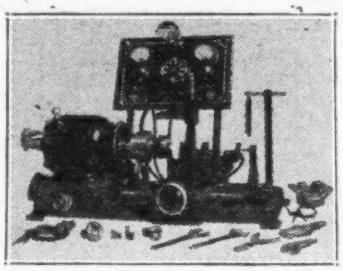
Upholstery, robes, carpets, etc., are easily cleaned by means of Nacto, which quickly removes oil, grease, tar and paint spots. It is non-explosive and comes in cans of various sizes. This cleaner is made by the Nacto Cleaner Corporation, 2171 Madison Ave., New York.

GASOLINE FILTER



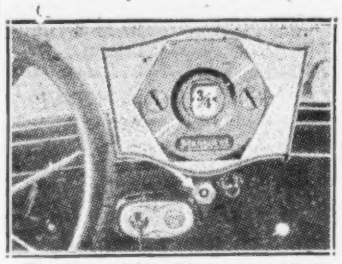
The Rayfield gasoline filter, made by the Beneke Manufacturing Company of Chicago, contains five square inches of wire gauze. Its bowl is of glass, giving clear view of the condition of the filter, and when the bowl is filled with dirt the gasoline may be shut off by the valve on the left, the bowl emptied and immediately replaced.

MIDGET TEST UNIT



Included in the line of the Electric Machine Corporation, Indianapolis, is the Midget-Universal test stand, which has a one-horse-power 110-220-volt variable-speed motor. This is capable of speed variation up to 3,000 r. p. m. The assembly also contains ammeter, voltmeter, tachometer, torque tester and tools necessary to electrical testing work.

MARQUETTE GAS GAUGE

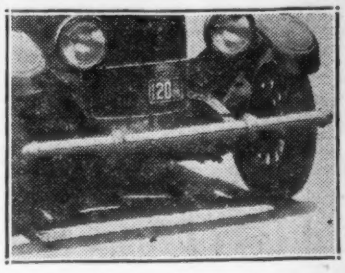


The line of the Marquette Manufacturing Company, St. Paul, Minn., includes a dashboard gasoline gauge for use on Ford cars. A special tank cap fits over the opening and holds the cork float in place by a wire spring which cannot bend. The cover may be moved aside for easy filling of the tank. The dash indicator is operated directly from the cork float, without gears, pipes, chains, tubes or glass connections. The gauge may be installed in a few minutes, without special tools on all new model Fords, except the Fordor sedan.

O. K. BRUSH

An all around useful device, characterized as an electric whisk-broom, is manufactured by the O. K. Machine Company, Fort Wayne, Ind. The O. K. vacuum brush has a universal 110-volt motor and is made with 3½ as well as 5½-inch nozzle. It may be instantly attached to any standard socket, and used for cleaning upholstery and other fabric surfaces.

BALLOON BUMPER



The Automobile Equipment Manufacturing Corporation, Chicago, builds a substantial line of handsome bumpers made of tubular steel. The selection of the company's product includes sizes and finishes to fit all the prominent makes of automobiles.

SNELL SUPER-HEATER

A car heater fitting most makes of cars, except Fords, is made by Tripp-Secord & Co., Detroit. The Snell heater, which has a heating surface of 282 square inches, draws fresh, clean air, which is warmed up by contact with the exhaust pipe. However, the heated air is absolutely kept separate from the exhaust by the heater pipe, so that the use of this product does not result in fumes or odors. Easy to mount and noiseless in operation, the Snell heater may be regulated according to weather conditions.

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Many Accessory Exhibitors at Chicago Show

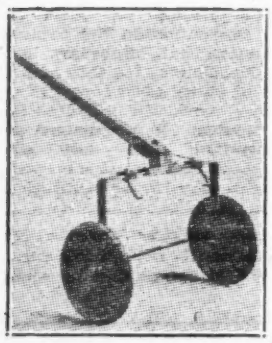
RHAMS-HORN

J. Thomas Rhamstine, Detroit, is the manufacturer of this horn, suitable for mounting on headlamp rod or on the dash. A deep unique note is produced by this signal, which is unusual in appearance, finished in lustrous black enamel on the housing, with polished cast aluminum trumpet. It takes only about ten minutes to install this instrument.

VAN AUKEN SEAT

Getting into and out of two-door cars is sometimes not so very comfortable on account of the front seat being in the way. To solve this problem the Van Auken Company, Pontiac, Mich., has designed a seat which may be installed in half an hour, mounted on a carriage on which it may be slid forward by pressing a button. To give just the desired amount of leg room, a positive foldback is provided, which keeps the seat in whatever position it is desired to adjust it.

BATTERY CART



The Marshall battery cart is designed for lifting, carrying and safely depositing batteries. In this cart, the battery is balanced by hooks, the weight being carried by the wheels. To deposit the battery, a light forward motion is all that is required, hooks being released by a touch on the control. This article is manufactured by the Marshall Electric Company, St. Louis, Mo.

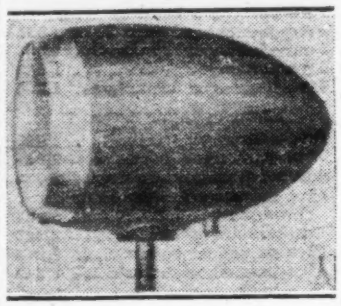
LIPMAN JUNIOR OUTFIT

In the Junior spray washing equipment, manufactured by the Lipman Pump Works, Rockford, Ill., a three-horse-power motor operates both the four-cylinder water-cooled air compresser and the water pump, insuring at all times a sufficient supply of water. If desired, a solution or a soap barrel may be used. Besides washing equipment, the outfit includes an air gun which makes the Junior available for cleaning upholstery.

STEELWOOD RACK

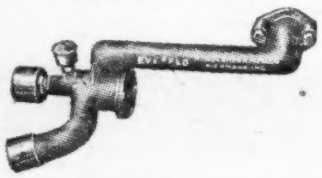
The Watts-Morehouse Company, Jackson, Mich., manufactures a line of auto trunks and trunk racks finished either to match the cars or in black baked enamel. The truck racks are strong, of pleasing design and easy to install. Trunks have fiber-board lining, improved weather strips and hinges permitting the cover to be hinged at rear top edge of trunk, so that the latter may be placed close to the body of the car, and rubber weather strip between the two flaps of the hinge, making it dust and water tight.

TORPEDO HEADLIGHT



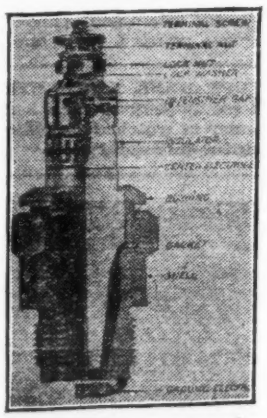
Torpedo-type headlamps suitable for most automobile makes are manufactured by the National Colortype Company, Bellevue, Ky Finished all nickel or with nickel door in combination with gray or black housing, these lamps are made 7¾ inches in diameter and 10½ inches long, with standard S. A. E. bracket. They have full silver-plated reflectors and Spread-light dimmer lenses.

EVERFLO PUMP



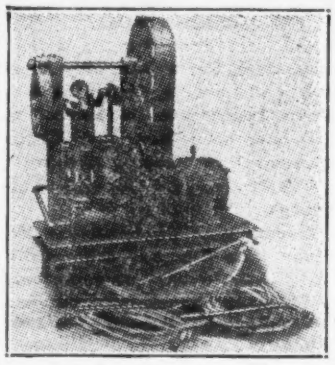
The Everflo circulating water pump, made by the Ringleader Manufacturing Company, Richmond, Ind., is of simple but rugged construction, consisting of housing cast with intake, outlet and lubricating line, to the last of which a grease cup is attached. The housing contains the three-blade rotor. With a screwdriver and wrench, the Everflo may be quickly installed, and it is driven off the fan belt by means of a pulley adjustable for correct alignment. The Everflo is equipped with long bronze bearings and brass packing nut.

DURO PLUG



In the spark plugs manufactured by the Duro Company, 136 Tichenor St., Newark, N. J., the intensifier gap is designed to build up current strength at a point which is always free of oil and carbon. Electric leakage is claimed to be prevented as a result, giving a spark even when electrodes are oily and fouled. The joint-type seal between insulator core and shell counteracts gas leakage and consequent loss of power. At the same time, the center electrode is air cooled to prevent preignition even at high-firing speeds. The plug is manufactured for all makes of cars.

KELLOGG CAR WASHER

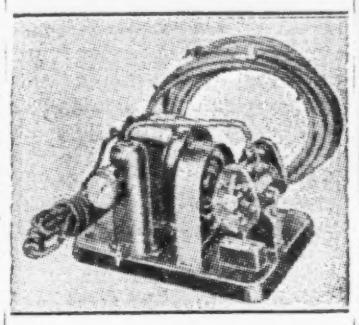


The Kellogg Rapid Car Washer is compact, neat and mounted on a platform which is supported by four legs. It has been specially designed for automotive service work and is simple to operate as well as to install, as it is only necessary to connect the water intake with the public water supply and the electric wiring to the electric motor. The gun is made with variable spray control, giving either a 250 to 300 pound pressure water stream for cleaning up mud and grease even from inaccessible chassis, or a fine mist for cleansing the paint or lacquer of the body surface. All Kellogg washing units are equipped with two spray guns, making it possible to keep two men busy washing, either one car or two automobiles at the same time.

MYERS MAGAZINE SYSTEM

Efficient wick lubrication is obtained, on many well-known passenger and commercial vehicles, by the use of the Myers magazine oiling system, manufactured by the Chassis Lubricating Company, Rahway, N. J. The oil is fed to the parts by the wick method, giving each part just a little lubricant, but that constantly. The system quickly saves the cost by cutting down lubrication expenses.

DUNNING JUNIOR



The Dunning Compressor Company, Holmesburg, Pa., manufactures the Junior portable air compressor, designed for use in small public as well as in private garages, which has all features of the larger Dunning models, except tank, automatic switch and automatic chuck, and includes hose and cable. It is made for 25, 40 or 45 cycle 110-volt alternating current or with direct current motor.

VALVE TOOLS

A complete line of valve tools, manufactured by Albertson & Co., Inc., Sioux City, Ia., includes roughing, finishing and nickel-tooth reamers, pilet stems, extension wrenches, seat reamer sets, valve tool sets, oversize stem guide reamers, valve lathes, refacing tools, flexible shaft and attachment outfits, valve face grinding machines, carbon removing brushes, ignition point grinders and valve-grinding attachments.

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FOR RENT—Completely equipped mirror factory practically new. Daylight building. Long lease. Box 81, Automotive Daily News.

THE LIGHT ALLOY PISTON WITH A STEEL BACKBONE

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Motors equipped with cast iron pistons when run at high speeds and under severe driving conditions, invariably have to be given additional clearance to avoid seizing and scoring the cylinders. With the Nelson *Bohnalite Pistons under the same unusual conditions no additional clearances are necessary.

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The Backbone of Steel or Strut

Special Alloy steel struts are cast in to control expansion and maintain satisfactory clearances under all engine operating conditions. The struts are the backbone of piston endurance and life.

*Nelson *Bohnalite Pistons are already being used by manufacturers of cars, who make claims of unprecedented performance—a list of them will be gladly furnished upon request, along with a booklet which further describes the design of this outstanding piston.*

*Bohnalite, the light alloy from which this piston is made, should never be confused with any other light alloy on the market. Every Nelson *Bohnalite Piston is heat-treated for uniformity, strength and hardness.

BOHN ALUMINUM & BRASS CORPORATION

EAST GRAND BOULEVARD, DETROIT

THE COMPANY HEADQUARTERS AT THE DRAKE HOTEL DURING THE CHICAGO SHOW.

General Motors Shows New Yellocab Trucks

CHICAGO, Jan. 31.—Second to none in interest is the truck exhibit of the new vehicles of the General Motors Truck Company.

The one and two ton Yellocab trucks have six-cylinder overhead-valve Buick engines, giving them not only the required power for commercial work, but flexibility, speed and acceleration ordinarily thought of as characteristics of passenger cars. Moreover, smoothness of operation, riding ease and equipment have been developed in the same direction.

Prices of the Yellocab, Model T-20 one-ton chassis and of the two-ton Yellocab Merchantman, Models T-40 and T-50, have not been given out so far, announcement being expected to be made in about a month. It is stated by representatives of the manufacturer, however, that prices will be fully competitive, so that these trucks will be top-value products in their respective classes.

Minimized vibration, four-wheel brakes, self-starters, high-quality lighting equipment, comfortable seating, with ample legroom, and very convenient steering and dash arrangements are among the principal new features of the line.

Model T-20 chassis, built on a wheelbase of 132 inches, has a standard Buick engine, 3⅛x4½, rated at 23.4 and developing 50 horse power at 2,000 revolutions per minute, with four-bearing counterbalanced crankshaft and harmonic balancer; the crankcase is ventilated. The engine is suspended at three points and mounted in rubber.

All main and connecting-rod bearings are pressure lubricated, the gear pump being driven from the crankshaft; an oil purifier is part of the system. The cooling system includes pump, six-blade, 19-inch V-belt-driven fan and fin-and-tube radiator mounted on rubber. Vacuum-tank, air-valve type carburetor with manually controlled exhaust heat and air cleaner constitute the fuel system. Ignition is a Delco battery system.

The dry-disk clutch is completely inclosed and a unit with the engine and the transmission, which has case-hardened gears and heat-treated alloy steel shafts; the tubular propeller shaft has two metal universal joints; the semi-floating rear axle is spiral-bevel gear driven with heat-treated chrome-nickel steel shafts, in a pressed steel banjo housing. It has roller-bearings, as has the Elliott-type drop-forged I-beam section front axle.

Service brakes are 16x2¼ inches, double internal expanding with self-centering cam operation, with equalizer, and fully inclosed. No equalizer is fitted to the emergency brake, in order to keep one brake rod operative even if the other becomes disconnected.

The pressed steel channel section frame is 6 inches deep, with four channel cross members. Silico manganese steel semi-elliptic springs have seven leaves in front and eight in the rear, respective length being 37¾ inches and 52¼ inches. The chassis is equipped for

PAUL W. SEILER
President, Yellow Truck

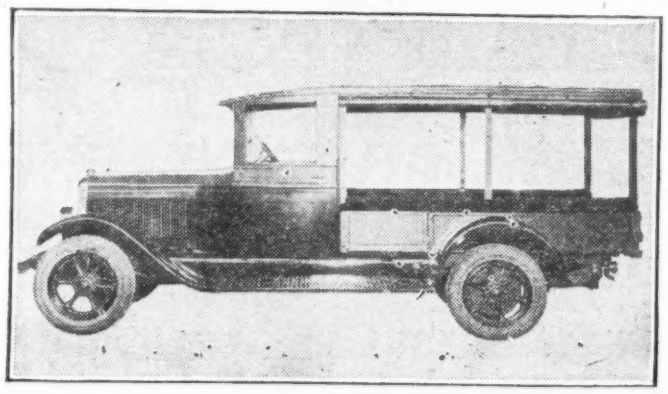
pressure oil gun lubrication. Cam-and-lever steering gear are used. The metal spoke wheels have 30x5 non-skid pneumatic truck cord tires, provision being made for oversizing with 32x6 commercial or heavy-duty tires.

Body allowance is 750 pounds and capacity 2,000 pounds, with the distance from the dash to the rear frame end 138 inches. Equipment includes oil gauge, ammeter, light and ignition switch, speedometer, head and tail lamps, electric horn, front and rear fenders, full length running board and apron, pressed steel channel front bumper, under-frame tire carrier in rear, tool kit, spare rim, pressure oil gun.

Models T-40 and T-50 differ only in the rear axle assembly and tire equipment, both two-tone chassis being otherwise identical. In T-40, the semifloating roller-bearing-carried axle has a spiral-bevel-gear drive, while in T-50 it is worm driven. The standard ratio is 6 1-7:1, optional ratios at extra cost being 5⅛:1 and 7⅛:1; on T-40 and on T-50 the standard ratio is 7¾:1, and optional ratios are 6½:1 and 9¾:1. Tire equipment on T-40 is as follows: non-skid pneumatic truck cord type, 32x6 front and 34x7 rear; 32x6 front, with same size dual for rear, are obtainable at extra cost. On T-50, tires are solid, 34x4 in front and 34x7 on rear wheels.

The two-tone chassis have 3½x4¾—Buick engines, of 61 b. h. p. at 2,000 r. p. m.; the fan is 21 inches in diameter; transmission gears are oil hardened; two tubular propeller shafts with three metal universal joints are used. The depth of the frame channel is 6½ inches; front springs have eight and rear springs twelve leaves, 35 and 54 inches long, respectively. Bendix three-shoe brakes are used. Body allowance is 1,200 and capacity 4,000 pounds.

YELLOW EXPRESS, Model T-20, de luxe type one-ton truck, with vestibule-type driver's compartment canopy top express body, is built with a Buick overhead valve engine and designed for speed, extreme smoothnss of operation and economy.



NOONE DISCUSSES MOTOR RULING

Liability Insurance Bill, Pending, Termed Socialistic

Memphis, Tenn., Jan. 29.—Automobile bills pending before the Tennessee Legislature, in session at Nashville, have been analyzed by Attorney C. A. Noone of the Automotive Trades Association at Chattanooga.

Among laws discussed by Mr. Noone were the proposed amendments to the workmen's compensation law, the garage lien bill and the compulsory liability law proposed.

If enforced liability is placed in effect, Noone predicted such a measure would lead to the state taking over the insurance. He characterized the move a socialistic one.

Attorney Noone, together with members of the association, took the position that the workmen's compensation bill should be left as it is. The proposed amendment would make insurance coverage prohibitive, was the further opinion expressed. Noone pointed out that under the present law the insurance people are planning to raise their rates, declaring that they are not making a profit.

Dr. Homer Carpenter, pastor of the First Chistian Church, gave the automobile business credit as being the most revolutionary factor in life in the last twenty-five years, outside of the World War.

SPARKS

(Continued from Page 18)

automotive business, isn't it? And a queer way to spell it, too.

* * *

Friendship ceases in at least two typically American institutions. One of them is at the poker table and the other is in the traffic court. Judge Charles L. Bartlett, on the recorder's bench, is a terror to evil doers who transgress the city's traffic laws. The other day there came before him a prisoner with whom he had served in the Spanish-American War and with whom he has been on friendly terms almost ever since. Against this friend the evidence was clear and, like Brutus, the judge stifled his natural feelings and handed out a sentence of ninety days for rest and reflection.

"Good morning, dear old friend. Ninety days."

* * *

A fine oil painting of the late John Kelsey, draped in black and with a bouquet of roses at its side, was displayed in the D. A. C. the day of his funeral. Mr. Kelsey was a pioneer member and liberal supporter of the club.

Paint Spray Device Denied to Ford Co.

San Francisco, Jan. 31.—The Ford Motor Company Friday was perpetually enjoined from using the spraying device it now employs in finishing motor parts, in a decision by United States District Judge Frank J. Kerrin.

Action against the company was started by Blake Hopkins, local paint contractor and inventor of the machine, which he claimed the Ford Company was using without authority.

The case was referred to a Federal examiner to determine whether damages should be assessed against the motor company.

CO-EDS BETTER DRIVERS

Washington, Jan. 31. — A questionnaire addressed by the American Automobile Association to 125 leading insurance and underwriting companies disclosed that a co-ed is a better insurance risk as an automobile driver than the male collegian.

New Hupp Bodies Are Drawing Much Interest At Chicago Auto Show

CHICAGO, Jan. 31.—The automobiles exhibited by the Hupp Motor Car Corporation, which are at the Chicago National Automobile Show, contain a number of improvements, but the crowd interest in the exhibits is undoubtedly due, in the first place, to the beautiful bodies this manufacturer is offering for 1927.

Made in a six and an eight-cylinder chassis, Hupmobile body types comprise fifteen cars, ranging from $1,325 to $2,595, including three custom-built Dietrich designs:—

Six-cylinder Series A

Five-passenger touring	$1,325
Four-passenger coupe	1,385
Four-passenger roadster	1,385
Five-passenger sedan	1,385
Five-passenger brougham	1,385

Eight-cylinder Series E

Five-passenger touring	1,945
Four-passenger roadster	2,045
Seven-passenger touring	2,045
Five-passenger, two-door brougham	2,245
Two-passenger coupe	2,345
Five-passenger sedan	2,345
Five-passenger victoria	2,345
Five-passenger berline	2,445
Seven-passenger sedan	2,495
Seven-passenger limousine	2,595

Contributing to the more distinguished appearance of all body models in Series E are, the window reveals, trimmed in colors to decorate the upper body structure; double beadings, with appropriate belt and louvre striping, as well as tufted mohair upholstery provided to match the wide range of color options offered for the various models. The wheels are smaller. This feature accentuates the car's long, low lines, adds to braking effectiveness, permits larger balloon tires, gives greater road stability, lowers the center of gravity, diminishes any feeling of road shocks and side sway, and makes tire changing simpler. New type snubbers are used, both front and rear.

The interior shows improvements, such as the new instrument panel, with its indirect lighting and grouping of all gauges under one glass. These include clock, speedometer, ammeter, oil pressure and gasoline gauge. Adjacent to them are the buttons and controls for ignition, choke, manifold heat control, windshield wiper and an ignition lock of new design. By pushing the lock button, the motor is stopped and the entire ignition system is both grounded and disconnected, making it inoperative and impossible to drive it away. New light controls are located atop the steering wheel. Two-filament bulbs insure adequate light, when tilted, without showing a glare to the driver of an approaching car.

Improvements in the six include a new type manifold heater, similar to that on the Hupmobile eight; new metal instrument panel, with all gauges grouped under one glass

DU BOIS YOUNG
President, Hupp

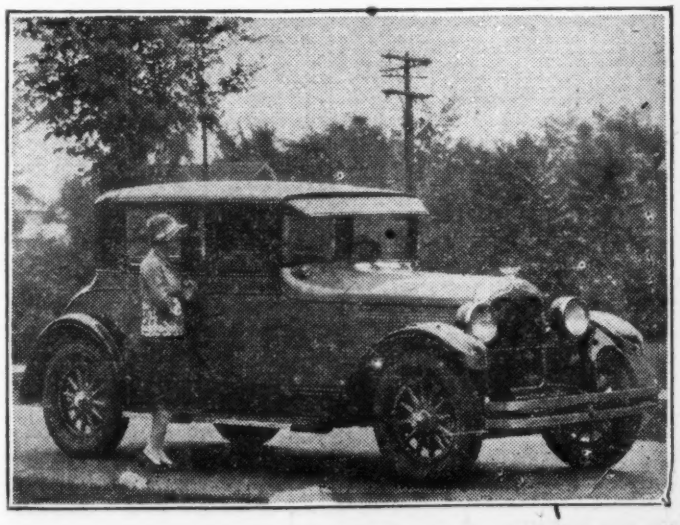
and indirectly lighted; control of lights from atop steering wheel, with extra bulb fitted in the headlights for parking or driving on brightly lighted streets, remote control handles on closed cars and solid walnut steering wheel, together with several detailed body refinements.

The manifold heater is regulated from the dash. It cuts down the warming-up period in cold weather to a minimum and greatly reduces crankcase dilution. In grouping all dash gauges under one glass, the dashboard is also conveniently arranged for the other controls. To the left are buttons for the choke and automatic windshield wiper. At the right are the heat-control manifold button and ignition switch The panel center is finished in a silver-gold tone, further adding to its distinguished appearance.

HOUDE DISTRIBUTORS TO ATTEND CONVENTION

Buffalo, N. Y., Jan. 31.—Distributors for the Houde Engineering Corporation will meet for a sales convention in the company's convention hall, February 9 and 10. Distributors for this manufacturer of shock absorbers will come from all parts of the United States and Mexico. It is expected about seventy-five men will attend. Breakfast and luncheon will be served in the Houde auditorium.

HUPMOBILE EIGHT-CYLINDER, five-passenger Victoria, compactly designed by a leading body builder, is remarkable for the manner in which the molding is arranged in curves that harmonize with the radiator front.



Paige Shows Line of 20 Bodies at Price Range of $1,095 to $2,795

CHICAGO, Jan. 31.—The exhibit at the Chicago National Automobile Show of the Paige-Detroit Motor Car Company contains representatives of the four series of cars now being built by this company—three sixes and an eight-in-line, giving the Paige Company a line of twenty bodies, at prices ranging from $1,095 to $2,795.

Paige 6-45	
Five-passenger touring	$1,095
Two-passenger coupe	1,095
Five-passenger brougham	1,095
Five-passenger sedan	1,195
Four-passenger cabriolet roadster	1,295
Paige 6-65	
Five-passenger landau-brougham	$1,395
Five-passenger sedan	1,495
Four-passenger roadster	1,495
Paige 6-75	
Seven-passenger touring	$1,655
Five-passenger sedan	1,695
Seven-passenger sedan	1,995
Four-passenger cabriolet-roadster	1,995
Four-passenger coupe	1,995
Seven-passenger limousine	2,145
Paige 8-85	
Seven-passenger touring	$2,295
Five-passenger sedan	2,355
Four-passenger cabriolet roadster	2,655
Four-passenger coupe	2,655
Seven-passenger sedan	2,655
Seven passenger limousine	2,795

H. M. JEWETT
President, Paige

The 6-65 is intermediate between the two chassis formerly built by Paige, while the 8-85, announced early this year, marks the company's entrance into the field of manufacturers of eight-cylinder cars. The first body to have gone into production is the 8-85 five-passenger sedan, exhibited with a two-tone brown body. Upper panels are Havana brown, while head, lower panels, window reveals and lamps are beaver brown, a lighter shade. The belt molding has a double stripe of ivory on the heads, with a still lighter brown stripe between. Two tones are also followed in the interior, where walnut steering wheel and trimmings contrast with upholstery, carpet and headlining.

The 78 b. h. p. eight-in-line engine is 3¼x4½, equipped with Lanchester vibration dampener. The pistons are of aluminum alloy, with Invar struts, and four rings. Air cleaner and oil filter form part of engine equipment. Four-point suspension, with rubber mounting, is used. The battery is mounted accessible in brackets attached to the frame inside the engine hood.

An important feature of the 8-85 is the four speed transmission. The high (fourth) speed drive is direct, but in third speed the drive is through two pairs of internal gears instead of through two pairs of external gears, as in standard practice. Both third and fourth speed drives in the new transmission are obtained without using the countershaft.

With the new transmission an unusually high-gear rear-axle is used, its ratio being 3.69 to 1, instead of the usual 4.45 or 5.0 to 1. In the Paige eight, third gear is actually a high-speed drive, the efficiency and silence of the new arrangement of gearing making it available for long distance at high speeds in third where the grades require it.

The wheelbase is 131½ inches. Equipment, in addition to the standard line of accessories furnished on the Paige-Detroit line, includes engine heat indicator, electric clock, and, on all closed models, remote-control door handles, rotary window lights and arm rests. The five-passenger sedan, seven-passenger sedan and limousine have both dome and reading lights, entrance grips and smoking sets.

In six-cylinder cars, formerly built in "standard" and "de luxe" execution, the 1927 line is designed throughout on de luxe lines. According to the manufacturers, the simplification of production methods thereby attained has made it possible to surpass the former degree of de luxe in the entire present line. Bright colors in two and three tone finish have been adopted for all the cars.

The 6-75 and 6-45 have been increased in power and, like the Paige 6-65, which differs only in size from the 6-75, contain some improvements, particularly the cushioned drive clutch.

The 6-75 engine has 3⅜ inches bore and 5 inches stroke, an increase of ⅛-inch in bore. Further power increases has been obtained by the use of lighter reciprocating parts. Aluminum pistons with Invar struts are used, representing a saving of one-third against the weight of the cast-iron pistons formerly used. They have five piston rings.

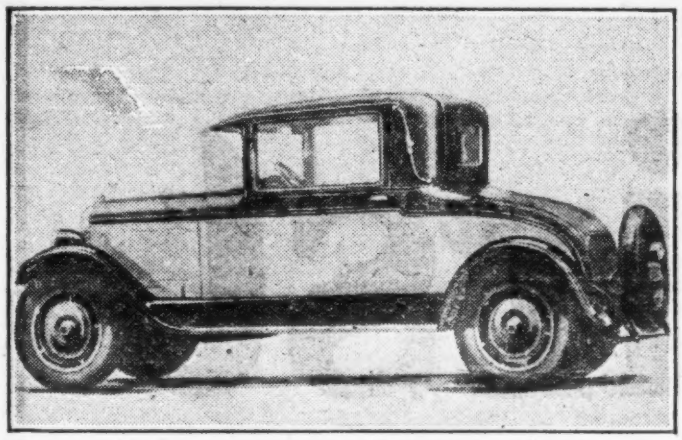
In the cushioned-drive clutch, power is transmitted through disks of rubberized fabrics, in order to prevent the transmitting of engine vibration to the transmission.

But for the difference in dimensions, the Paige 6-65 follows the 6-75 pretty closely. The car shown at New York is a four-passenger roadster, finished in desert sand and lawn green, with gold and ivory striping and green wheels.

The 6-45 engine is 2⅞x4¾, giving it a piston displacement of 185 cubic inches. The construction remains practically unchanged, except for the cushioned clutch drive, which is also used in this model.

Completeness of equipment is carried out through all the four series of the Paige-Detroit Company's products. Hydraulic four-wheel brakes, engine air cleaner, cowl ventilator, snubbers, stop light, automatic windshield wiper, coincidental steering and ignition lock, sun visor, gasoline gauge on the instrument panel, light switch and dimming control at the steering wheel center, rotary window lifts and remote control inside door handles are used on all the body types.

PAIGE COUPE ON 6-45 CHASSIS, the junior series built by the company, is built not only for comfort but speed. You can almost feel the quality of the car's pick-up by looking at it.



Packard Completes Aircraft Building

Detroit, Jan. 31.—Packard Motor Company has completed a building for assembling and testing aircraft engines. It is a one-story structure, 60 by 126 feet, costing approximately $100,000. Three additional floors are planned which will be occupied by the aircraft engine departments.

Packard's aviation business amounts to around $2,500,000 a year, while orders on file from the army and navy total $5,000,000. The company's first commercial business was obtained recently when four of the Packard "2,500" engines were sold to the Scadtka lines in Colombia.

About 300 men are employed in the shops which are devoted to the manufacture of aircraft engines and spare parts. The company recently sold its flying field in Detroit, but has under construction at Utica, Mich., a combination flying field and proving ground for cars.

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